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NO. 237 MAR. '83

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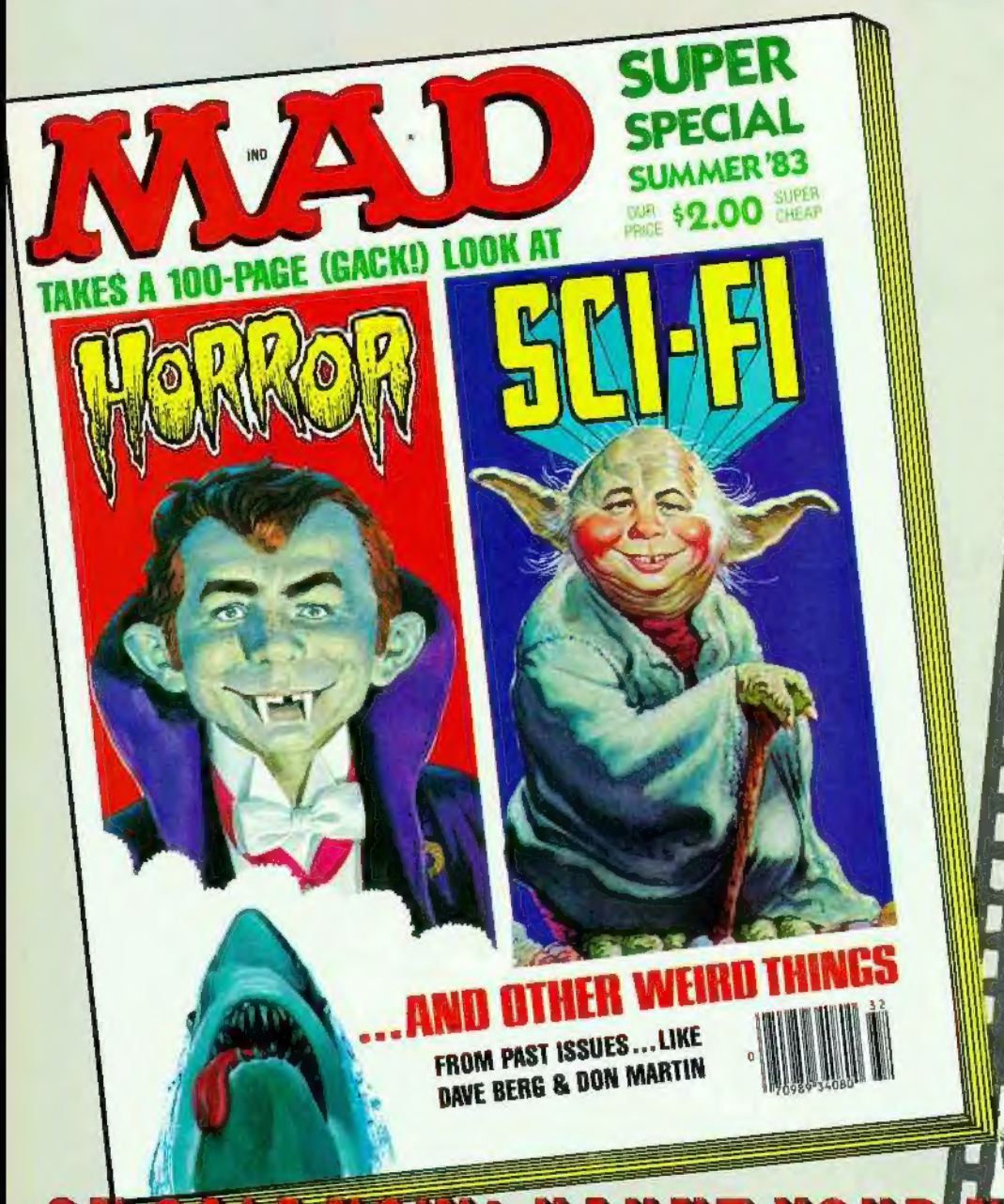

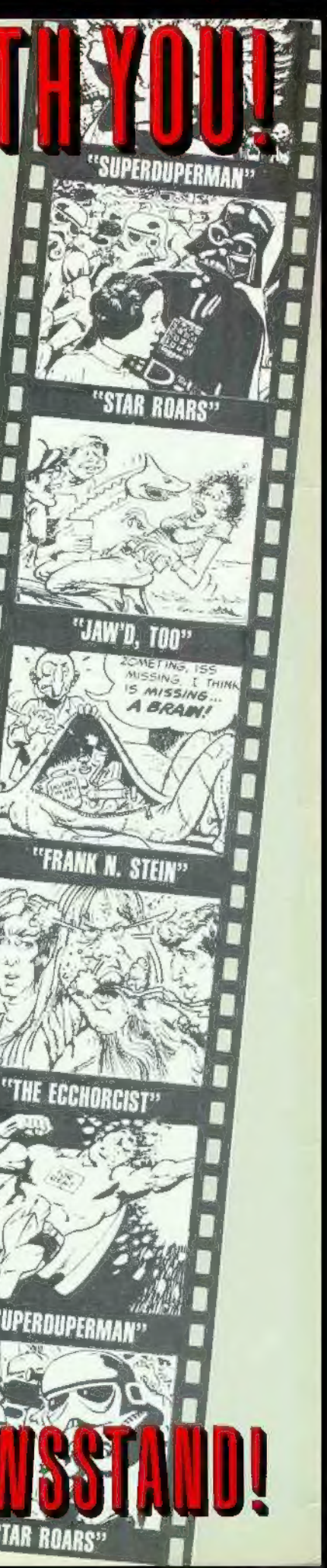

ON SALE NOW! HAUNT YOUR NEWSSTAND!

NUMBER 237 MARCH 1983

MAD

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NICK MEGLIN *senior editor* JOHN FICARRA *associate editor*
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CONTRIBUTING ARTISTS AND W

An Extremely Important Message From The Editors...

INSTRUCTIONS ON HOW TO READ THIS ISSUE

A recent study has found that most buyers of MAD do not know how to properly read the magazine. It was discovered that the average reader, upon purchasing a copy of MAD, first looks at the front cover to see what predicament good ol' Alfred E. Neuman is in this month, then checks out the back cover, the Fold-in, all the Don Martin's and about half the Dave Berg's.

Becoming bored, the average reader then skims a few of the easier articles before tossing the issue aside to be read later—usually on a rainy Saturday afternoon or in a boring History class, whichever comes first.

THIS IS THE TOTALLY WRONG WAY TO READ MAD MAGAZINE!!!

The correct way to read MAD Magazine is as follows: Upon picking up a copy of MAD, immediately turn to the section of the magazine known as "the masthead". The "masthead" is that section of the magazine which lists the names of the people working in the editorial and art departments. (In this particular issue, MAD's masthead is located directly above this extremely important message.)

Carefully read aloud the names on MAD's masthead: William M. Gaines...Albert B. Feldstein...Nick Meglin...John Ficarra...Leonard Brenner...Tom Nozkowski. These men are the backbone of MAD, the genius force behind this great American institution.

Stop for a minute and reflect upon how lucky you are that these men are alive and working so hard to bring you the finest humor and satire in the world today. Then stop and ask yourself: "Have I done all I can to show these men my appreciation? What could I possibly do to show my eternal gratitude?"

Well, the usual way a customer shows their appreciation for a job well done is by writing a complimentary note to a person's boss. In MAD's case that would be Mr. Steve Ross, Chairman, Warner Communications, Inc. (MAD's parent company), 75 Rockefeller Plaza, New York, NY 10019.

Another popular way of expressing one's appreciation is by remembering those who serve you at Christmas time. Perhaps by sending them a Christmas card filled with holiday good cheer and a smattering of small, unmarked American currency.

If you're a girl between the ages of 19 and 35, you might also consider enclosing a picture of yourself along with your address, telephone number and the hours you're most likely to be home alone.

Once you've shown your appreciation and gratitude, you can then go on reading the rest of MAD in the correct and proper manner. We suggest starting with the front and back covers, then the Fold-in, all the Don Martin's and about half the Dave Berg's. Then save the rest of the magazine for a rainy Saturday afternoon or a boring History class, whichever comes first.

We hope you've found these instructions helpful in learning the correct procedure for reading MAD.

Sincerely,
THE EDITORS

VITAL FEATURES

"PALTRY GUISE" (A MAD Movie Satire) Pg. 4

BERG'S "THE LIGHTER SIDE OF..." Pg. 22

...Laws 28

**Various Places Around The Magazine

A FOREIGNER'S TRAVEL GUIDE TO THE U.S. Pg. 43

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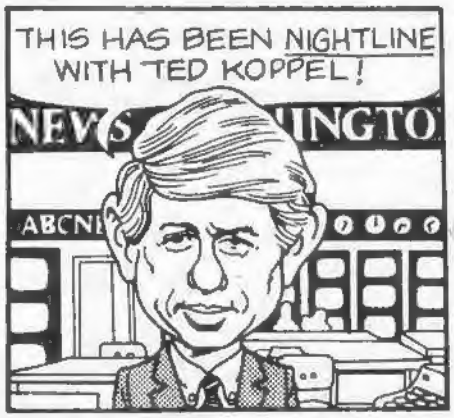
LETTERS DEPT.

Every month MAD receives thousands (well, OK, dozens) of letters from clods like you. Most are boring and stupid. And then there are others, which are boring and stupid *and* contain a local newspaper clipping. This month, MAD salutes these newspaper-clipping readers by printing what they've clipped below. It's no big deal, we know, but it beats the heck out of printing still more of the same old boring, stupid letters.—Ed.



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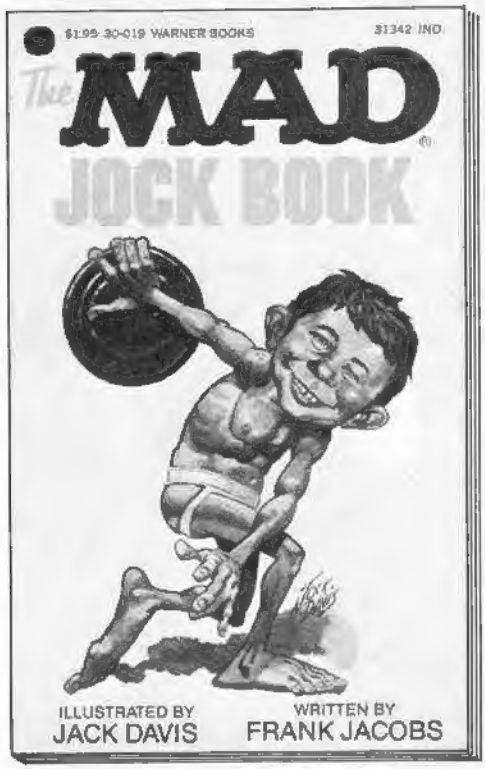

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SPECIAL DEFFECTS DEPT.

Recently, a so-called "scary" movie (by Steven Spielberg et al) made box office history when millions of horror fans all around the country rushed to theaters and paid good money to have their pants scared off them. Well, Steve and Company, MAD has taken a long, hard look at your movie, and we've come to the conclusion that using a display of dazzling special effects to cover up the lack of a strong plot and the work of unknown actors is a pretty

PA

I'm **Heave Feeling**... a **modern suburban Father!** I make a **good living** and I've got a **comfortable home** and a **nice family!** But I'm a **little worried** about my **daughter, Caro Anne,** over there! She **stares at TELEVISION six hours a day!** That may not sound **strange** to you, but she stares at it **AFTER the shows have gone off the air!**
I'm **Dyin Feeling**... a **typical suburban housewife!** I'm **also** a typical **Steven Spielberg** suburban housewife! That could be a **problem!** They told me to **take** this role because being in a **Steven Spielberg movie** would mean **fame** and **recognition!** But after **this** movie, I'll **probably** be as **famous** as those **OTHER Spielberg housewives**... like **"Whatsername"** in **"Jaws"** and **"Whozit"** in **"Close Encounters"** and **"Watchacallit"** in **"E.T."!**
I'm **Blobbie Feeling!** I'm scared of the **big oak tree** outside! I'm scared of the **strange creaking noises** in the **attic!** I'm scared of the **glowing lights** in the **closet!** I'm **eight years old!** People ask me what I want to **BE** when I **grow up!** I tell 'em I want to be **NINE!** In **THIS** house, that **ain't** gonna be **EASY!!**
I'm **Tana Feeling!** I'm 16 years old! My **Mother** has **"Housewife-Career"** problems, my **Brother's** scared of **old trees,** my **Sister** talks to **TV sets** and I look **NOTHING** like **Brooke Shields!** I tell you, **PUBERTY is a drag!**
Are you **there?** Boy, talk about **GHOSTS** on your **TV screen!**
TRANSYLVANIA TV
4

LTRY GUISE

Hey, Heave!! Something's wacko with your TV!
Yeah! We're trying to watch the football game, and the channel selector keeps switching to some dopey KIDDIE SHOW!!
Oh... that's my neighbor's remote control unit! It has a strange effect on MY set! What's the score, anyway...?
I don't know, but I think the Rams just tackled Kermit, the Frog!!

What are we doing, Mommy?
Burying your pet canary that died!
But it's such a teensie weensie little plot!!
Don't worry! Lots of people manage to do very well with just such a teensie weensie little plot!
Really...? Like WHO, Mommy??
Like Steven Spielberg, the creator of this film!
EL DORO

ARTIST: JACK DAVIS WRITER: ARNIE KOGEN

What's troubling you now, Blobbie?
Everything! It's the thunder and the lightning and the ominous clouds and that big weird gnarled old tree!
A big brave eight-year-old like you?! You're not worried about it, are you?
Let me put it this way: Living in this house is giving me an "ulcerette"!
I guess that stuff can be pretty scary to a kid! It's natural to want to cry, or hide under the covers! But when you grow up, Son, you'll find yourself coping with problems in a more adult way!

—PUFF— —PUFF— So how was your day, Hon? —PUFF—
Don't ask!! But—PUFF—PUFF—it's getting better every second!!
BLOBBIE!!
What are you LOOKING at...?!
Mom and Dad ...coping with their problems in a more "adult way"!

Mom and Dad don't think I **notice**— but I **KNOW** they **smoke grass!**

I'm **not sure!** I guess I prefer the **old fashioned** type of parents!

Well, I'd feel **more secure** with **Ozzie** and **Harriet**... than with

Yeah! Isn't it **groovy** to have such **modern "with it" type parents!?**

You mean **corny, conservative** parents like **"Ozzie and Harriet"?!?**

...CHEECH and CHONG!

Hello...? Are you **still in there...?**

Are you the **telephone people...?** You know, "reach out and **touch** someone"?!

Mommy! Daddy! They're **here!!**

Oh, my God...!! Heave, are **you** thinking what **I'm** thinking??

Yeah!! I swear we're **never** gonna **buy grass again** from a **guy** in an **Econoline van** who looks like **Rip Taylor!**

Honey, remember **last night** when you said, **"They're here!"?**

Exactly **what** did you **mean,** Sweetheart? **WHO's** here??

But, **that's silly!** The **TV people** don't come around at **Midnight!!**

I know! Maybe they were the **CABLE people!** They're **pretty desperate** for **new customers!**

Uh-huh...!

The **TV people!**

Stop bending your **silverware!**

I'M not bending it!! **THEY'RE** bending it!!

Don't do **tricks** with the **chairs!!**

I'M not doing it!! **THEY'RE** doing it!!

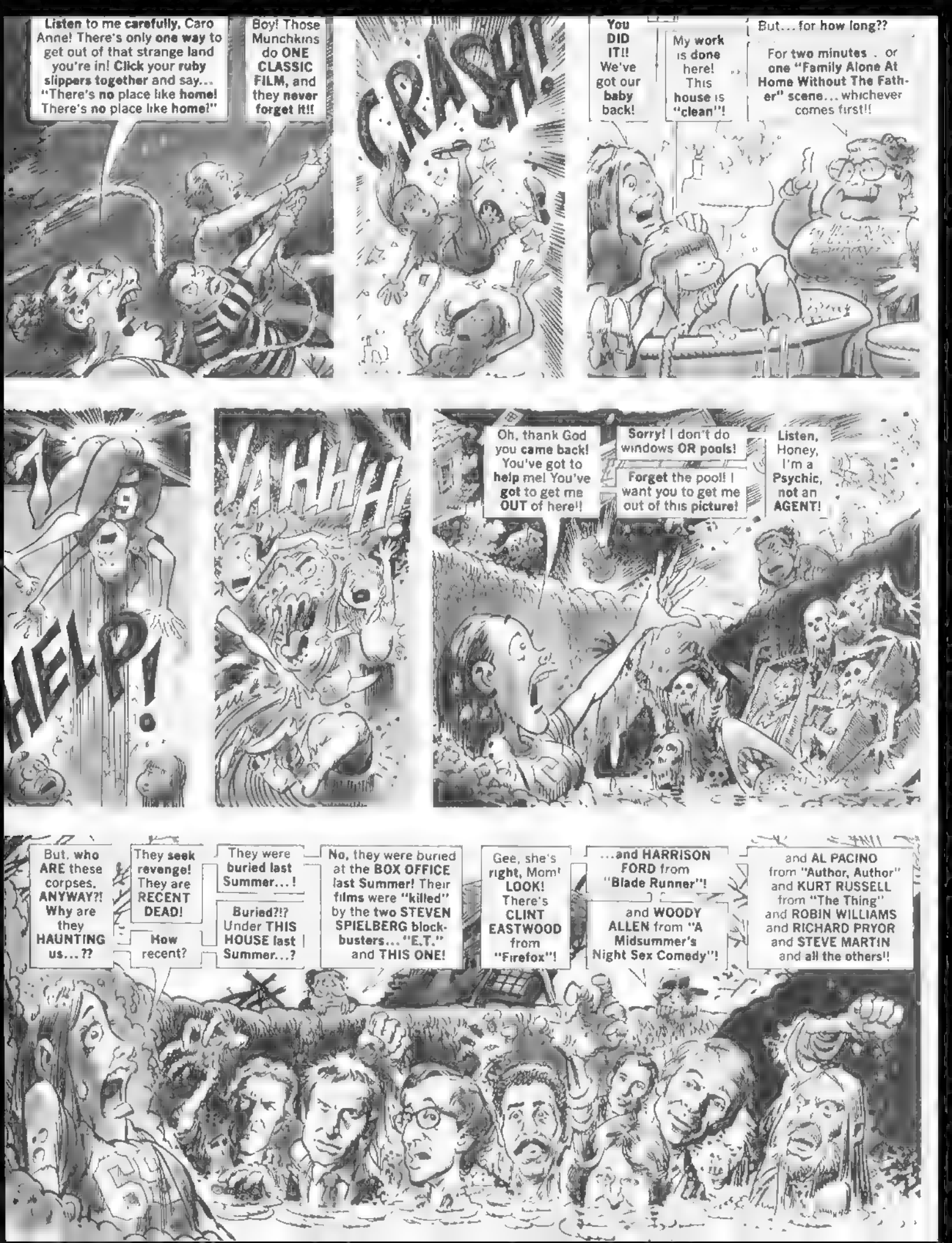
Lord, I **can't take** much more!! They're **driving** me up a **tree!!**

ME, TOO!!

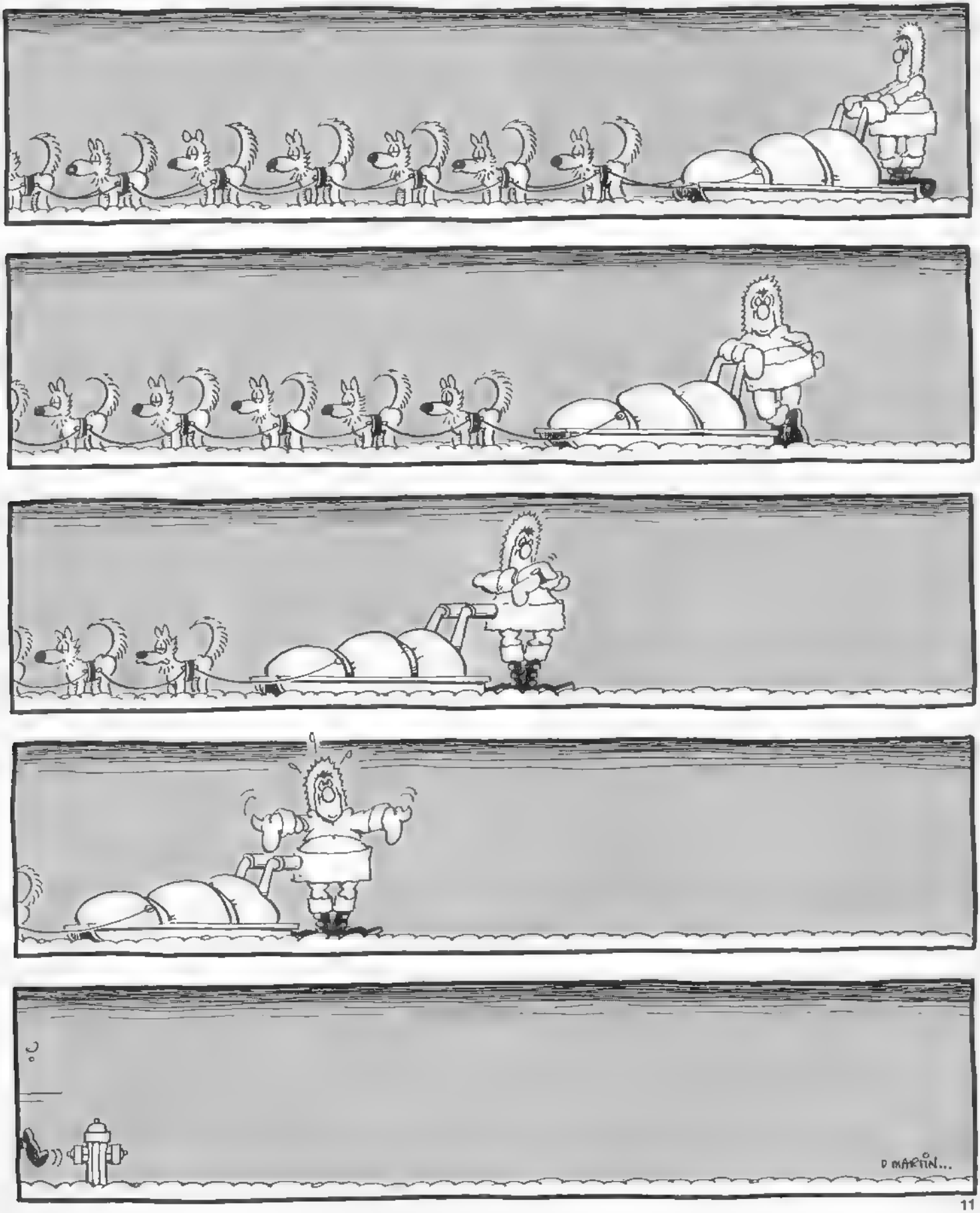
Look... !! The tree is eating Blobbie ALIVE!!
Blobbie! Answer me! Are you okay...?
Dad, remember the expression, "Its bark is worse than its bite!"??
Yeah...
It's not true in this case!
I may be crazy... but I'm gonna have to risk my neck and save the kid's life!!
You love him THAT much?!?
Nahh! It's just that I can't bear the idea of going to a cocktail party and having to explain how my kid died... "Well, you see, my son was EATEN by this TREE...!"
We saved BLOBBIE's life, but now CARO ANNE is missing!!
This is not one of our family's best days!! Caro Anne, where are you...?
Mommy...Mommy...
My God! I've heard of a "CAPTIVE TV AUDIENCE"— but this is ridiculous!
Here! Let ME try to tune her in...
She may be on Channel 5! They've got a LOT of Kiddie Shows!!
Maybe she's gone into Syndi-cation!
Maybe we should wait for the Eleven O'clock News! She'll tell us where she is HERSELF!!
I knew we should have switched to Cable! That way, we'd be able to pick up her picture a whole lot clearer...!
STOP IT!!
All of you, STOP IT!!
Heave!! What are we going to do?! Our Caro Anne is stuck in the TV!
I think we better hurry up and think of something before she's "CANCELLED"!
What's the problem, Mr.?
Our daughter is stuck in-side our tele-vision set!!
Hmmm! Sounds real serious! It looks like I'm going to have to bring the set into the shop!
We're wast-ing our time with a TV Repairman! We better call in some Scientists!!
Hello! I'm Dr. Lush! These are my two associates! We're Research Scientists trained to investigate parapsychological phenomenon!
What does that mean in English?
We're a GHOST SWAT TEAM!!

Well, you came to the right place! We seem to be having some disturbances lately!
Like what, f'rinstance...?
Why don't we take a look at our son's room...
Hmmmm! Either this is "the world's messiest room" ...or we've got a major "haunting" on our hands!!
What we could be dealing with here is a Poltergeist!
Uh... what's a POLTERGEIST...?
It's your standard movie "haunting"— with about eleven million dollars in "Special Effects" scenes thrown in!!
...and in THIS movie, you never can tell WHEN they'll throw one of those scenes IN...!!
Please! Help us find our daughter...!
Mommy! I'm HERE...!
Thank God you're alive! Are you all right, Honey?
I—I think so!
Stand up straight!! Don't slouch when Mommy's talking to you!!
How do you know she's SLOUCHING?!?
A Mother KNOWS!
Mommy didn't mean to yell at you, Caro Anne... but these have been very tense times for Mommy and me...!!
Hey, it's been no picnic for ME, either!
Of course! Uh— how are you getting along in there! Are you eating well?
Yes! I get my food from "The Julia Childs Show"!
Are you learning anything?
Yes! I'm learning things from "Sesame Street"!
Are you ...having any fun?
Yes! I keep getting kissed by a man named Richard Dawson!
WE GOTTA GET HER OUT OF THERE!!
Look! Phantom figures descending the staircase!!
But who are they? What dark secrets are hidden within this house?
It's got ME! If only these walls could TALK!!
Mommy! Mommy!
The insulation is tickling me!!

My daughter is being held hostage by this house!! You must get her out!!
Mr. Feeling . . . it's beyond our research team! What you need is a PSYCHIC!
Money is no object! Get me the BIGGEST in the BUSINESS!!
Good evening! I am Bandina, the Psychic!
YOU'RE the BIGGEST in the business?
And I'm the best! I will "cleanse" this house of evil spirits! I will cleanse the rooms! I will cleanse the stairways! I will cleanse the attic! Now, where was your daughter last seen?
Well, she was trapped in the TV, but now she may have moved to the walls. . . or the windows!
Sorry! At these prices, I don't cleanse windows!
Er . . . are you sure you know what you're doing?!
I have amazing skills! I am a Psychic, a Seer, a Clairvoyant—and I can read minds! I know at all times what you're thinking!
Ooops! I—I'm sorry!
Too late!! I HEARD you thinking those "midget" jokes!!
You're thinking: "What side of the rainbow did SHE come from...?"
"She's lucky if she can read knees!"
Yes, I AM small! But I'm also very gifted! My size has never affected my skills at flushing out evil!!
Now... let me go through the house and find your missing daughter!
Caro Anne... ?? Where ARE youuuuuuuuu... ??
Not THAT house!!
IBSEN
Okay, here's the story! Your daughter is being held captive by a terrible force—a "beast"—that hovers up in her closet!
And there's no hope...?
There IS hope! You must get me two tennis balls and some rope!
See, Honey? It's all going to work out!
My daughter disappears into the TV set! Then, a midget Clairvoyant tells us that "in order to bring her back," we have to fling TENNIS BALLS at some monster! And YOU say, "It's all going to work out!"???
Here we go! The tennis balls will clear a path through the light and confuse the beast!!
What's the score...?
The beast is up two sets!!


Listen to me carefully, Caro Anne! There's only one way to get out of that strange land you're in! Click your ruby slippers together and say... "There's no place like home! There's no place like home!"
Boy! Those Munchkins do ONE CLASSIC FILM, and they never forget it!!
CRASH!
You DID IT!! We've got our baby back!
My work is done here! This house is "clean"!
But... for how long??
For two minutes . or one "Family Alone At Home Without The Father" scene... whichever comes first!!
HELP!
YAHHH!
Oh, thank God you came back! You've got to help me! You've got to get me OUT of here!!
Sorry! I don't do windows OR pools!
Forget the pool! I want you to get me out of this picture!
Listen, Honey, I'm a Psychic, not an AGENT!
But, who ARE these corpses, ANYWAY?! Why are they HAUNTING us...??
They seek revenge! They are RECENT DEAD!
How recent?
They were buried last Summer...!
Buried?!? Under THIS HOUSE last Summer...?
No, they were buried at the BOX OFFICE last Summer! Their films were "killed" by the two STEVEN SPIELBERG block-busters... "E.T." and THIS ONE!
Gee, she's right, Mom! LOOK! There's CLINT EASTWOOD from "Firefox"!
...and HARRISON FORD from "Blade Runner"!
and WOODY ALLEN from "A Midsummer's Night Sex Comedy"!
and AL PACINO from "Author, Author" and KURT RUSSELL from "The Thing" and ROBIN WILLIAMS and RICHARD PRYOR and STEVE MARTIN and all the others!!

ONE FINE DAY IN FAIRBANKS, ALASKA



One of the hardest ways to make a living today is to be a poet. If the great poets of years gone by were alive today, they would probably be forced to find work doing something else. What would they be

IF FAMOUS POETS MAKE A LIVING

Rudyard Kipling as a Job Consultant

If you can get yourself a fancy title,
Though no one knows just what your job's about;
If you can screw up projects that are vital,
Then shift the blame before they find you out;
If you can treat a rival like a brother,
Then stab him in the back each chance you can;
If you can steal the program of another,
Then take the credit that it was your plan;

If you can rig expenses that are phony,
While ev'ryone believes that they are real;
If you can take long lunches with a crony,
And make your boss believe you've closed a deal;
If you can get the office staff to love you,
When in your heart of hearts you think they're dirt;
If you can look alive to those above you,
When 9 to 5 no effort you exert;

Longfellow as a Used Car Dealer

ARTIST: JACK RICKARD

Under the sign that says "Great Buy!"
The Buick Regal stands;
Two thousand dollars is the price
This gorgeous car commands
(in truth, I'd take one-fourth of that
to get it off my hands).

I drove it and the ride was smooth
(except for when it stalled);
The engine's good for many years
(if it were overhauled);
It's like you're in a car that's new
(and should have been recalled).

It costs a small amount to run
(if you can get free gas);
It's peppy and has speed to spare
(unless you want to pass);
On roads, it handles like a dream
(if you've been smoking grass).

doing? Stick around as MAD answers this important question by showing you what things would be like

HAD TO TODAY

If you can seem free-thinking and courageous,
Yet always end up siding with your boss;
If you can get a mammoth raise in wages,
Yet make him feel you're working at a loss;
If ev'ry line that's written here you've noted,
And ev'ry rule and precept you obey,
Then to the highest spot you'll be promoted,
Unless, of course, you're knifed along the way

Carl Sandburg as a Travel Writer

LAS VEGAS

Crap Table for the World,
Card Dealer, Stacker of Chips,
Graveyard of Suckers and the Nation's Debt Maker,
Greedy, Grabby, Unbeatable City Of the Lost Bankroll:
They tell me you are heartless, and I believe them; for I have seen the tourist from Omaha lose his rent money and then return with a cash advance on his Visa Card and lose again.
And they tell me you are treacherous, and I answer: Yes, I have seen the blackjack dealer hit a sixteen and make a twenty-one when I am holding a natural twenty.
And they tell me you are brutal, and my reply is: On the faces of high-rollers, I have seen the anguish of crapping out to the tune of five big ones.
And having answered, so I turn once more to those who run this city, and I say to them: Better I should spend a week in Philadelphia bored out of my skull than try to beat the Crap Table of the World, Card Dealer, Stacker of Chips, Graveyard of Suckers and City of the Lost Bankroll.

WRITER FRANK JACOBS

Joyce Kilmer as a Lawyer

The seats will give you room to spare
(and also ailments spinal);
You'll like the ultra-leather look
(another term for vinyl);
So drive this beauty home today
(bring cash; all sales are final).

I think that I shall never see
A poem lovely as a fee;
A fee that mounts up day by day,
Which clients are obliged to pay;
A fee that's bringing more distress
Than any crime they might confess;

A fee requiring special skills
By being padded to the gills;
A fee I damn well will collect
And total twice what they expect;
A judge can let a man go free,
But only I can set a fee.

Edgar Allan Poe as a Pharmacist

See my bottles full of pills—
Pretty pills!
Packed with potent powder for the curing of your ills!
I've a dandy bunch of new ones
Good for snakebite or the grippe;
And I've also got a few ones—
Some are yellow, some are blue ones—
That will end your nasal drip;
For I know, know, know,
You'll pay half a buck a throw
To relieve irregularity, or muscle aches or chills
With the pills, pills, pills, pills,
Pills, pills, pills—
With your never-ending gulping of the bills

See my other kinds of pills—
Happy pills!
Crammed with crazy chemicals that give all kinds of thrills
When my purple ones you're trying,
There's a tingle that you feel;
With the green ones, you'll be flying
Till you're soon identifying
With some world that isn't real;
Feel that glow, glow, glow
Till your mind begins to blow
And you're hooked until you're swallowing that overdose that kills
From the pills, pills, pills, pills,
Pills, pills, pills—
From your never-stopping popping of the pills

Walt Whitman as a Mafia Don

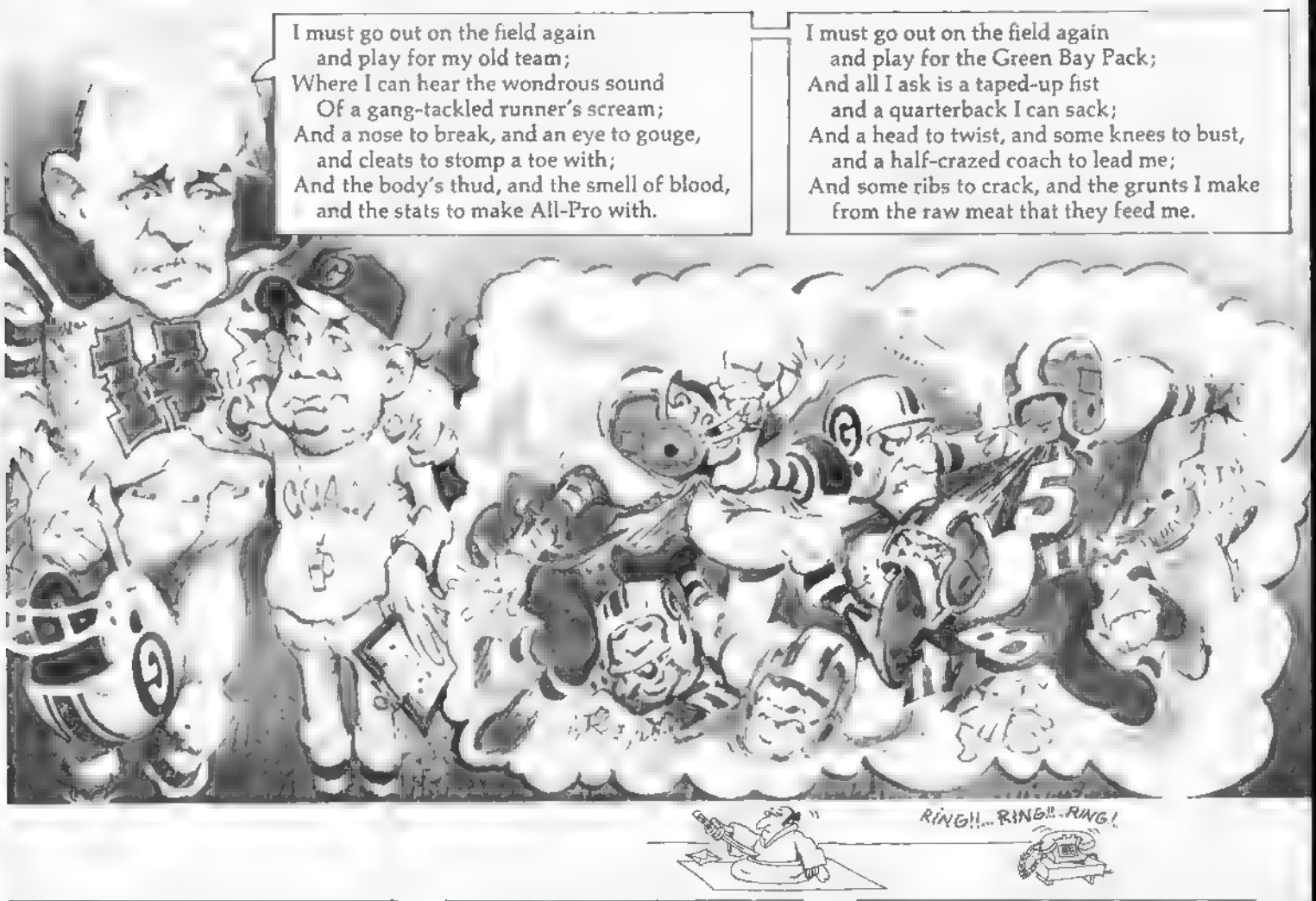
O Capo! My Capo!
Our future is in doubt;
A rival gang is moving in
And hopes to squeeze us out;
Last week, I fear, while on a job,
Tartini took three slugs;
I grieve, old friend, that we may lose
Our chief supply for drugs.

O Capo! My Capo!
I feel alone and lost;
A rat is here within our midst;
I'm being double-crossed;
Great sadness fills my aching heart
To do what I must do,
Because I've found, dear friend of old,
The rat, alas, is you.

Lewis Carroll as a TV Critic

'Twas Bunker and the Quincy Fonz
Did Mork and Mindy in the Soap;
All Angie were the Trapper Johns
And Dallas was Bob Hope.

John Masefield as a Pro Football Linebacker


I must go out on the field again
and play for my old team;
Where I can hear the wondrous sound
Of a gang-tackled runner's scream;
And a nose to break, and an eye to gouge,
and cleats to stomp a toe with;
And the body's thud, and the smell of blood,
and the stats to make All-Pro with.
I must go out on the field again
and play for the Green Bay Pack;
And all I ask is a taped-up fist
and a quarterback I can sack;
And a head to twist, and some knees to bust,
and a half-crazed coach to lead me;
And some ribs to crack, and the grunts I make
from the raw meat that they feed me.
COACH
RING!!... RING!!... RING!

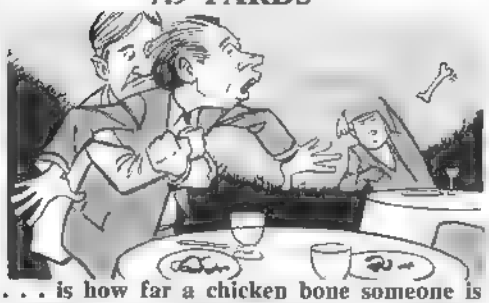
Avoid the Starsky-Hutch, my son,
The Ironside with Chips beneath;
Beware the Hazzard Dukes and shun
The Mash of Osmond teeth.
But Kojak Swat may Brinkley Flo
To Lobo Welby with Cosell;
If Merv, we'll Benson to Cousteau
And Sha-Na-Na as well.
And should the Vegas Hulk return
To Sanford with Tennille, no less,
We'll Cronkite Shirley from Laverne
And Hee-Haw Meet the Press
'Twas Bunker and the Quincy Fonz
Did Mork and Mindy in the Soap;
All Angie were the Trapper Johns
And Dallas was Bob Hope.
abc
TV
RICKARD

STATISTICKLE DEPT.

FURTHER ADDITIONS TO...

MAD'S TABLE OF LI USELESS WEIGHTS,

7.9 YARDS

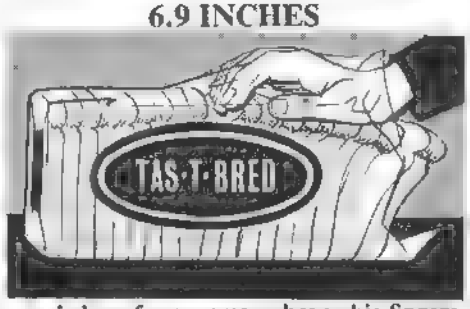


. . . is how far a chicken bone someone is choking on catapults across a restaurant when you perform the "Heimlich Maneuver."

.0005 LITERS

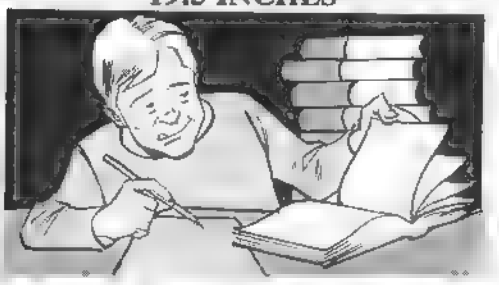
. . . is the amount of smoke a typical teenager "inhales" when he lights up his very first cigarette before he starts coughing.

6.9 INCHES



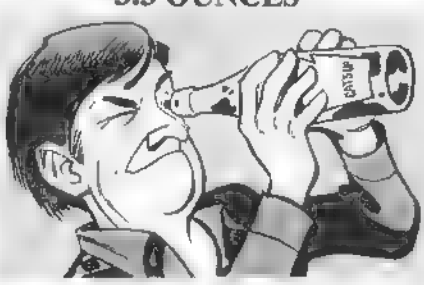
. . . is how far a person shoves his fingers into a freshly-opened loaf of bread to pull out a slice without removing the end piece.

19.5 INCHES



. . . is the total depth of lines that are plagiarized for the average term paper.

3.3 OUNCES



. . . is the amount of ketchup on the sides of the bottle that you'll never get out.

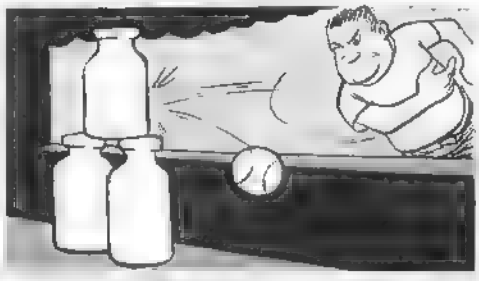
9.8 YARDS

. . . is the total distance Rodney Dangerfield yanks his tie during one monologue.

6.8 OUNCES

. . . is the total amount of Fried Chicken-In-A-Bucket that's a complete "mystery."

284 POUNDS



. . . is the total weight of the three Knock 'Em Down pins in an average carnival booth.

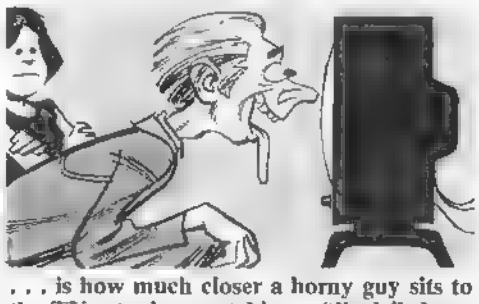
8.7 GALLONS

. . . is the amount of water you swallowed when you were first learning how to swim.

1.2 OUNCES

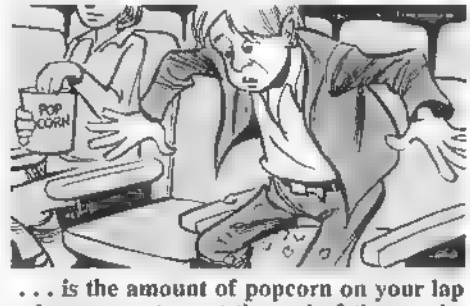
. . . is the amount of food per serving in a school's hot lunch program that's edible.

2.7 FEET



. . . is how much closer a horny guy sits to the TV set when watching a "jiggle" show.

4.6 OUNCES



. . . is the amount of popcorn on your lap when you get up at the end of the movie.

ARTIST: BOB CLARKE WRITER: JOHN FICARRA

TTLE-KNOWN AND VERY MEASURES & DISTANCES

827 YARDS

. . . is the length of the average line that form all around a movie theater during the first week that a 'Star Wars' sequel opens.

11.3 FEET

. . . is the distance that the tiny little rubber band from your braces shoots from your mouth across the room when you yawn.

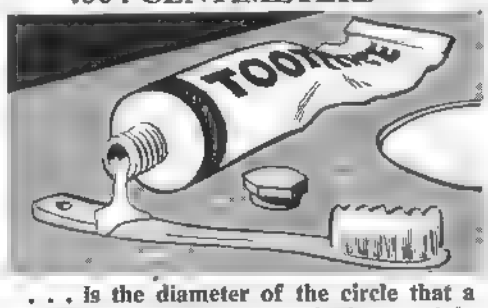
8.5 INCHES

. . . is the amount of Scotch Tape you can pull off a roll before it starts getting twisted and mangled all over your hands.

137 POUNDS

. . . is the minimum weight of any piece of furniture your wife wants moved . . . again!

.004 CENTIMETERS



. . . is the diameter of the circle that a toothpaste cap leaves on a bathroom sink.

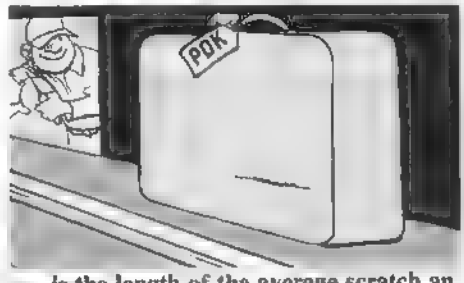
1.9 MILES

. . . is the length of toilet paper used by a typical American vacationing in Mexico.

5.7 MILES

. . . is the distance a person runs in his lifetime chasing poorly-thrown Frizbees.

9.7 INCHES

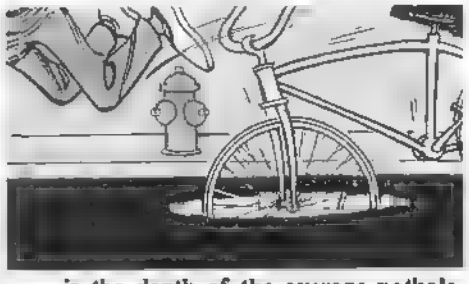


. . . is the length of the average scratch an airline will put on your brand new luggage.

2.7 YARDS

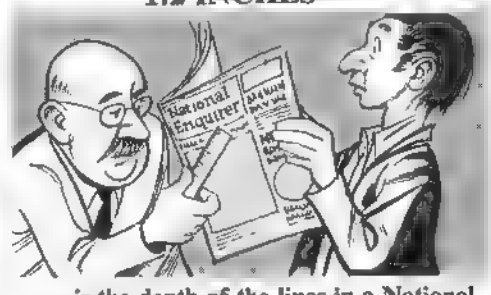
. . . is the closest you can get to someone who buys cologne for under $1.99 a bottle.

18.4 INCHES



. . . is the depth of the average pothole you'll find on any street in New York City.

1.2 INCHES



. . . is the depth of the lines in a National Enquirer story that is actually the truth.

6.5 GALLONS

. . . is the amount of liquid in a kiddie pool that's neither water nor chlorine.

PHOTO PLAY-OFFS DEPT.

THE 1982 MAD

A PICTORIAL LOOK AT THE

SEC'Y OF LABOR CLEARED

Charges and allegations that Secretary of Labor Ray Donovan had connections with organized crime were dropped when the special prosecutor said there was insufficient evidence to warrant prosecution. One witness was murdered and several investigators received death threats.

ALL IN THE FAMILY! Alleged acquaintances of Secretary of Labor Donovan celebrating dismissal of allegations

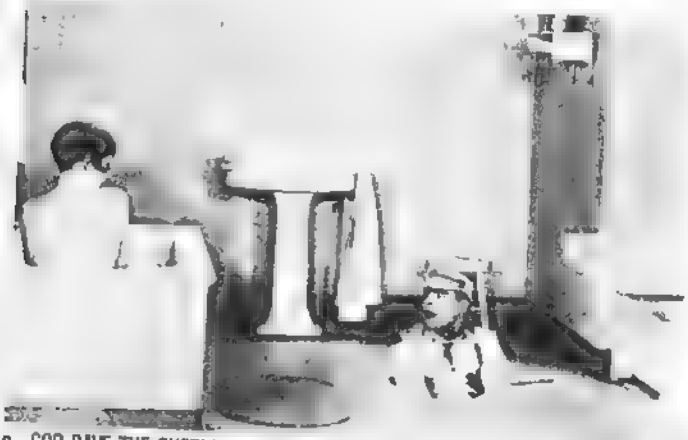
EPA DECLARES LOVE CANAL SAFE

The EPA, after concluding their tests, announced that it was safe to live in the Love Canal area. Only houses that were within one and a half blocks from the Canal were considered dangerous.

A NICE PLACE TO VISIT! Resident returns to his Love Canal home.

INTRUDER ENTERS ROYAL PALACE

An intruder managed to evade all Palace security and enter the Queen of England's private chambers. After spending ten minutes chatting with Her Majesty, the man was arrested by police. His lawyer claimed that this was the second time his client had broken into the Royal Palace



18 GOD SAVE THE QUEEN! Intruder enters Palace and surprises Her Majesty.

EL SALVADOR PICKS PRES

The El Salvador Assembly chose a new President and three Vice-Presidents to rule the country. The Military Junta denied rumors that they pressured members of the Assembly to select their particular choice for President.

DEMOCRACY AT WORK! Members of the Junta making a point of order during parliamentary debate.

YEARBOOK

NEWS EVENTS OF THE YEAR

WRITER: LOU SILVERSTONE

YANKEES SET RECORD

The New York Yankees set an American League record by hiring their third manager of the season. The Steinbrenner-led Yankee team also established an all-time Major League record for hiring and firing pitching and batting coaches in one season.

PARADE OF THE YANKEES! The latest Yankee manager being introduced as recently-fired managers and coaches look on.

ERA AMENDMENT DEFEATED

The Equal Rights Amendment died when it was rejected by the Illinois Assembly, ending a ten year fight for ratification. ERA fell three votes short of the 38 needed for its passage

THE WEAKER SEX! Enthusiastic feminists lobbying for the ERA amendment.

GEORGIA TOWN PASSES GUN LAW

The Town Council of Kennesaw, GA., passed an ordinance making it mandatory for the head of every household to own a gun.

WHAT THE HELL DO YOU MEAN, YOU GOT A HEADACHE!? A typical head of a household in Kennesaw, GA., makes use of his mandate.

SEX PROF SUSPENDED

Professor Barry Singer, who teaches a course in The Psychology of Sex at Cal. State U. was suspend ed for 30 days by University officials. The Professor gave his students course credits for indulging in after-school sex experiments and adultery. The students were required to keep a record of their sexual exploits.

GI'ME AN "A"! Working for extra credit at Cal State.

PRESIDENT WINS TAX INCREASE BATTLE

Last year, Pres. Reagan fought for and won a tax bill that gave the country its largest tax cut in history. This year, faced wih less money coming in because of that tax cut and a huge deficit, Mr. Reagan pushed for the largest tax increase in history. It was a tough fight, and he had to play "hard ball" to get the votes needed from his fellow Republicans.

THE GIPPER REVERSES HIS FIELD! White House aides lobbying for passage of tax increase bill.

COURT REVERSES TAPING STAND

The U.S. Court of Appeals in San Francisco rescinded the right of people to tape programs on home video recorders. According to this ruling, anyone who records a TV program is guilty of breaking the law and subject to fine or imprisonment or both.

TAPE CROOK ERASED! Law enforcement official arrests alleged tape criminal for recording Notre Dame football game on his home VCR.

U.S. POST OFFICE PLEDGES MAIL DELIVERIES AFTER NUCLEAR WAR

The U.S. Postal Service announced that they would continue to deliver the mail after a nuclear war. Present plans call for delivery of first class mail only. Second class and junk mail would be suspended.

NEITHER SNOW NOR RAIN NOR NUCLEAR HOLOCAUST...! Family reacting to news that in case of nuclear war, their "TV Guide" will not be delivered.

GOVT CRACKS DOWN ON DRAFT RESISTORS

Over 674,000 young men have failed to register for the draft, and the federal government decided to take a tough stance on this issue. Warning letters were mailed to non-registrants and many were brought to trial. Found guilty, they faced 5 years in jail and $10,000 fine.

UNCLE SAM WANTS YOU...TO REGISTER! Youthful draft resistor is brought in by government agent.

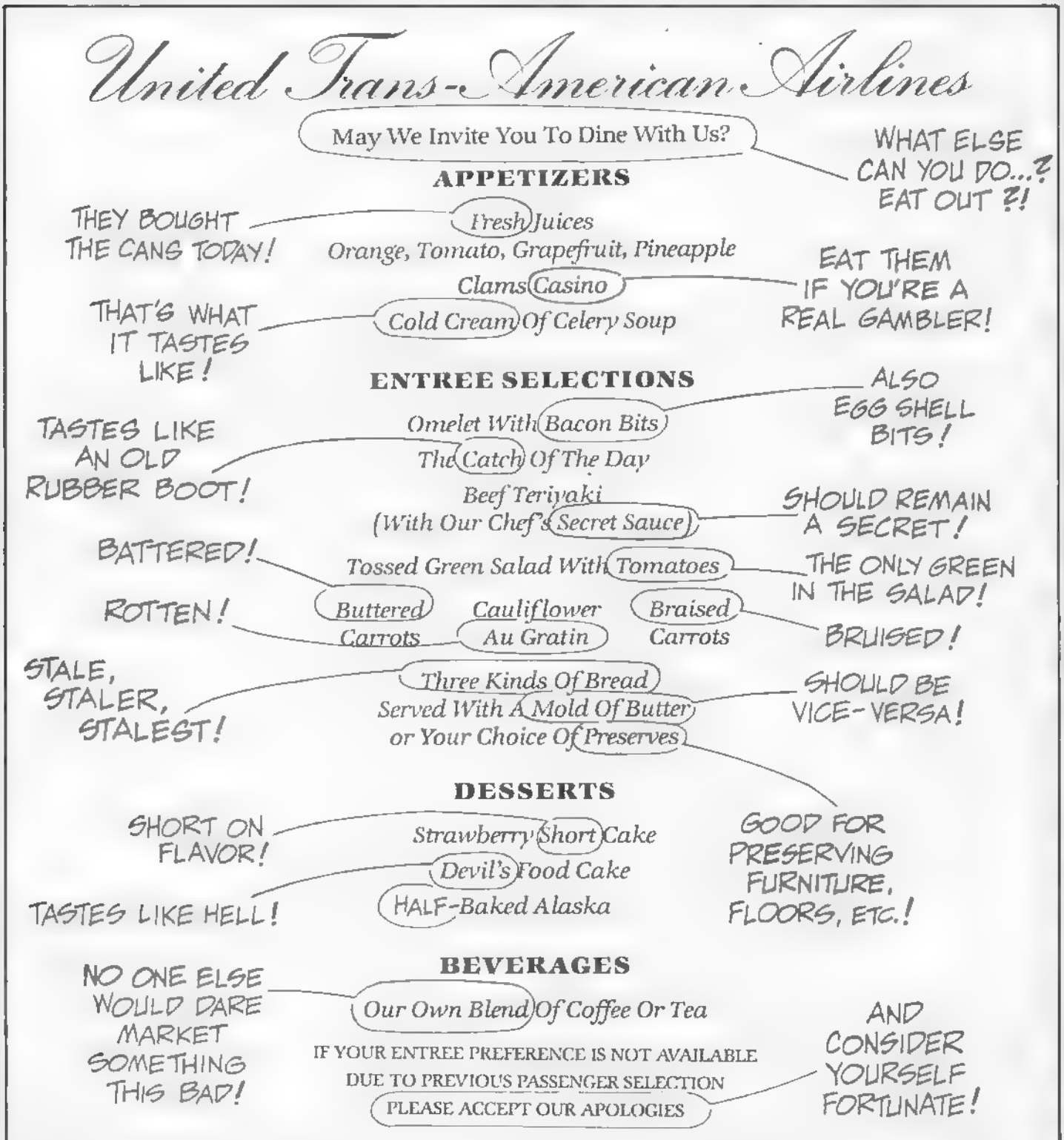
SECRETARY OF STATE HAIG OUT

Secretary of State Alexander Haig demanded to know who was in charge of U.S. foreign policy. The next day, President Reagan announced that he had regretfully accepted Mr. Haig's resignation. George Shultz, who Mr. Reagan praised as a "team player" was named to the post. A White House spokesman declined to say whether Mr. Haig was forced out, or left voluntarily.

EXIT...NON-TEAM PLAYER! Former Secy of State Haig leaves capitol.

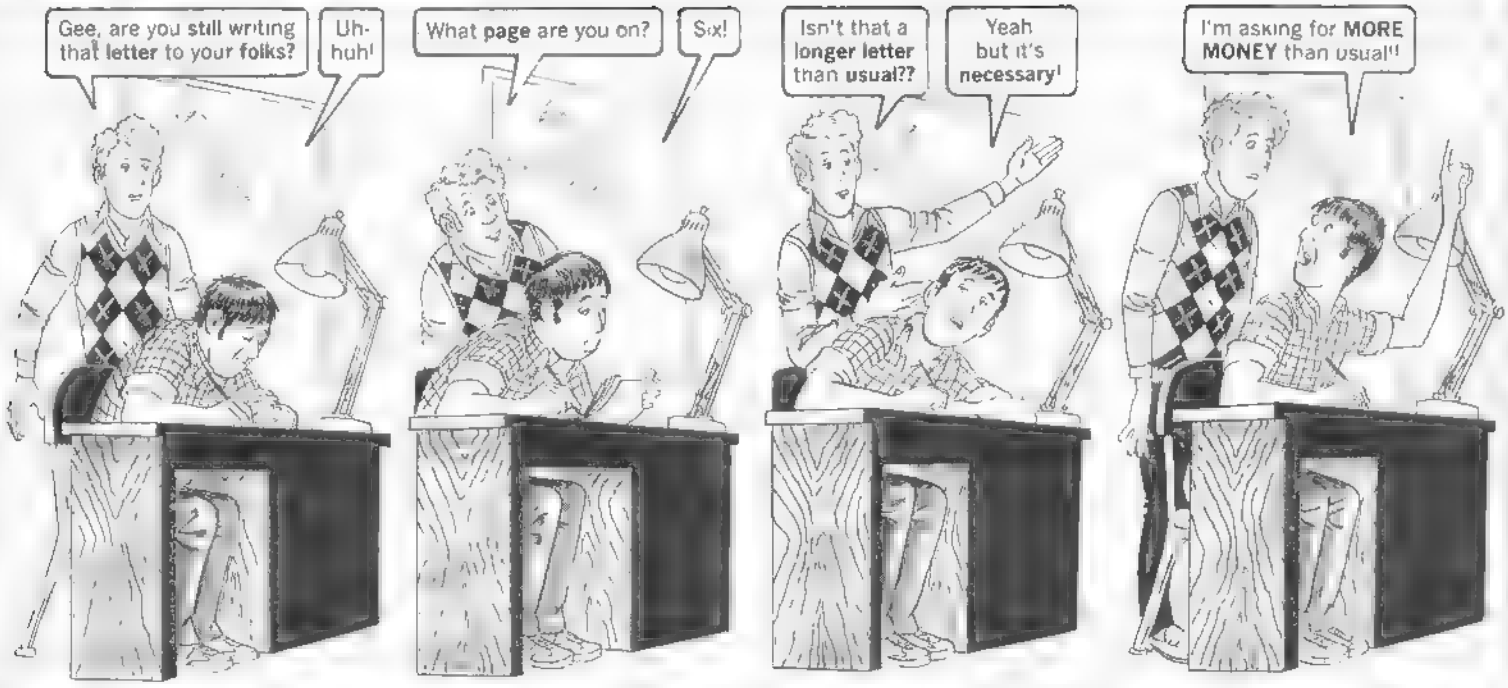
It's no secret that airline food is the pits. But lately, the airlines have been doing something about it. No, they haven't been improving the taste or the quality of their food! Forget that! What they've been doing is improving the look and the sound of their menus! In retaliation, MAD now teaches you

HOW TO READ AN AIRLINE MENU


United Trans-American Airlines
May We Invite You To Dine With Us?
WHAT ELSE CAN YOU DO...? EAT OUT ?!
APPETIZERS
THEY BOUGHT THE CANS TODAY!
Fresh Juices
Orange, Tomato, Grapefruit, Pineapple
EAT THEM IF YOU'RE A REAL GAMBLER!
Clams Casino
THAT'S WHAT IT TASTES LIKE!
Cold Cream Of Celery Soup
ENTREE SELECTIONS
ALSO EGG SHELL BITS!
Omelet With Bacon Bits
TASTES LIKE AN OLD RUBBER BOOT!
The Catch Of The Day
Beef Teriyaki
(With Our Chef's Secret Sauce)
SHOULD REMAIN A SECRET!
BATTERED!
Tossed Green Salad With Tomatoes
THE ONLY GREEN IN THE SALAD!
ROTTEN!
Buttered Carrots
Cauliflower Au Gratin
Braised Carrots
BRUISED!
STALE, STALER, STALEST!
Three Kinds Of Bread
Served With A Mold Of Butter
or Your Choice Of Preserves
SHOULD BE VICE-VERSA!
DESSERTS
SHORT ON FLAVOR!
Strawberry Short Cake
Devil's Food Cake
TASTES LIKE HELL!
HALF-Baked Alaska
GOOD FOR PRESERVING FURNITURE, FLOORS, ETC.!
BEVERAGES
NO ONE ELSE WOULD DARE MARKET SOMETHING THIS BAD!
Our Own Blend Of Coffee Or Tea
IF YOUR ENTREE PREFERENCE IS NOT AVAILABLE
DUE TO PREVIOUS PASSENGER SELECTION
PLEASE ACCEPT OUR APOLOGIES
AND CONSIDER YOURSELF FORTUNATE!

WRITER DICK DE BARTOLO

COMMUNICATION


Gee, are you still writing that letter to your folks?
Uh-huh!
What page are you on?
Six!
Isn't that a longer letter than usual??
Yeah but it's necessary!
I'm asking for MORE MONEY than usual!!

BERG'S-EYE VIEW DEPT.

THE LIGHTE

MEALS

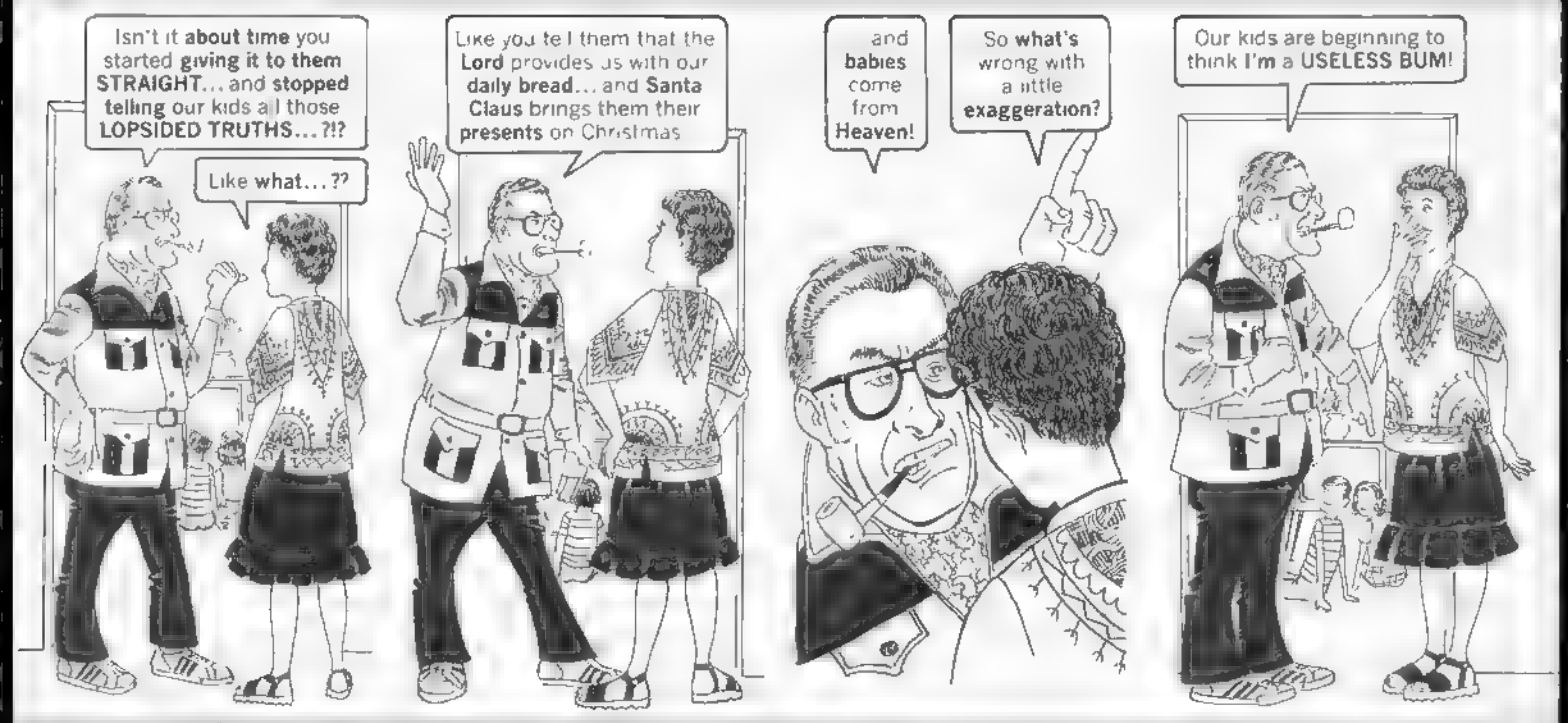
BIRTHDAYS

MOVING
Mom... what are you doing?!
Washing the dishes! What else...?!
But today is your BIRTHDAY! It's a SPECIAL DAY! You shouldn't have to do that!!
Just leave those dishes right there in the sink!!
You can do them tomorrow!!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

FATHERS

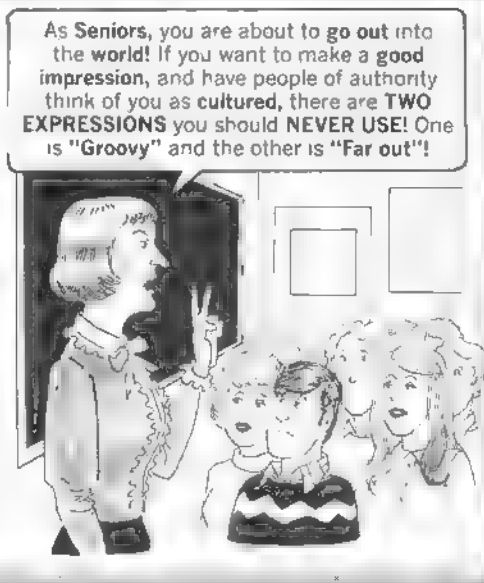

Isn't it about time you started giving it to them STRAIGHT... and stopped telling our kids all those LOPSIDED TRUTHS...?!?
Like what...??
Like you tell them that the Lord provides us with our daily bread... and Santa Claus brings them their presents on Christmas
and babies come from Heaven!
So what's wrong with a little exaggeration?
Our kids are beginning to think I'm a USELESS BUM!

FLATTERY

Boy, am I miserable! My girl friend's mother hated me... and I had to figure a way to win her over to my side!
So I told her she didn't look a day older than her daughter!
And how did she take that flattery?
She ate it up! Now she thinks I'm the greatest!
So... why are you miserable?
Now my girl friend hates me!

TIMING

ADVICE


As Seniors, you are about to go out into the world! If you want to make a good impression, and have people of authority think of you as cultured, there are TWO EXPRESSIONS you should NEVER USE! One is "Groovy" and the other is "Far out"!

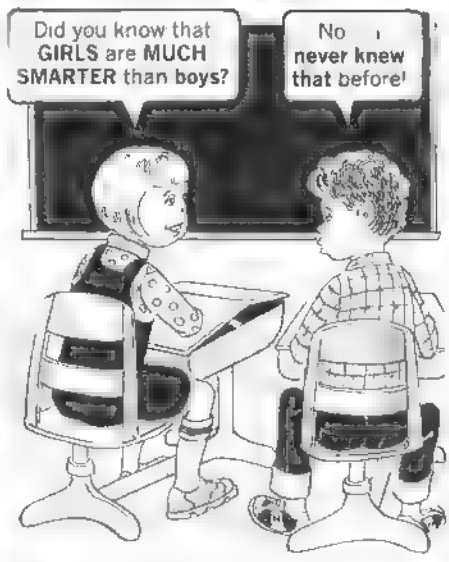
THE ENVIRONMENT

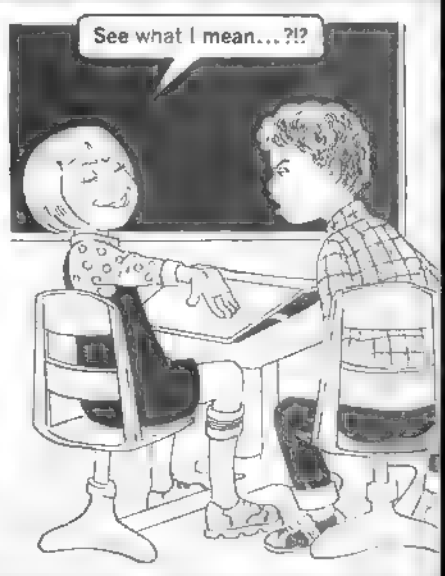
Okay! What's bugging you?
The ECOLOGY!!
Everywhere I look I see FILTH, TRASH, NEGLECT!
So let's get out of your apartment and breathe some fresh air!!

CARS

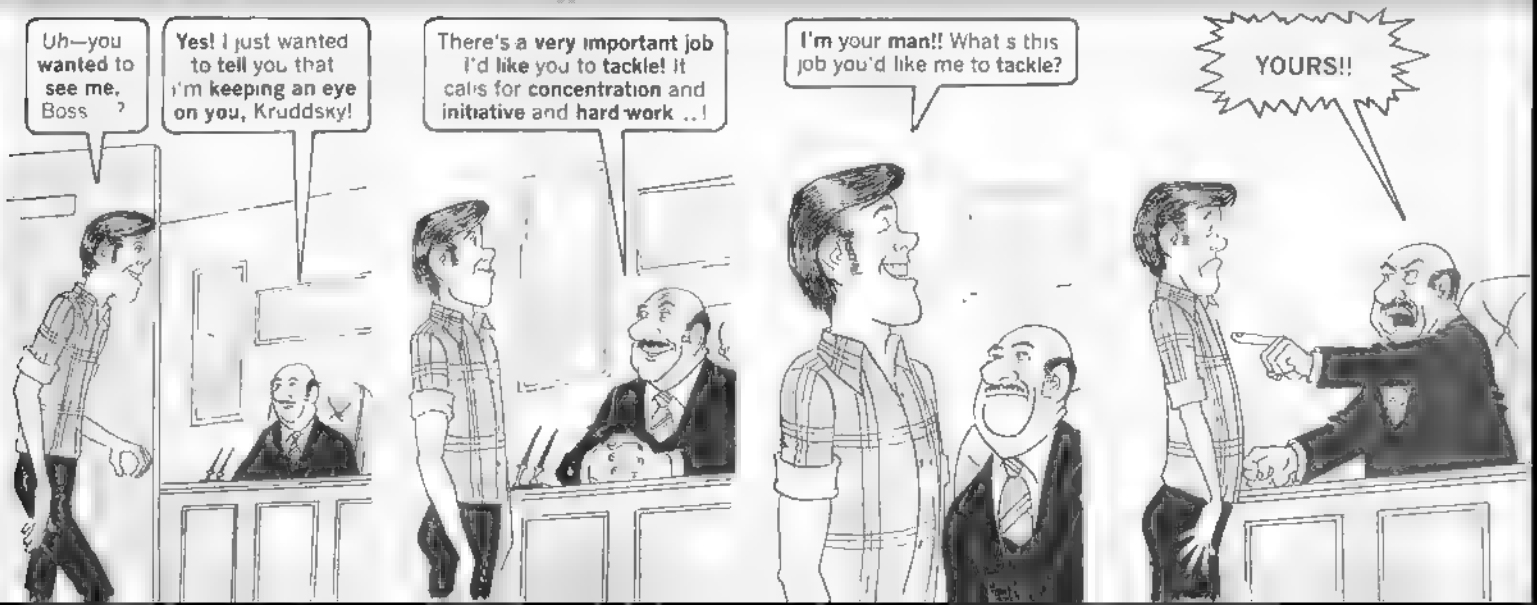
So how do you like your new compact car?
It's great on gas consumption...
. . but when it comes to parking, it spoils my fun!
How come?
With a small car, it's hard to straddle TWO PARKING PLACES!

CHAUVINISM

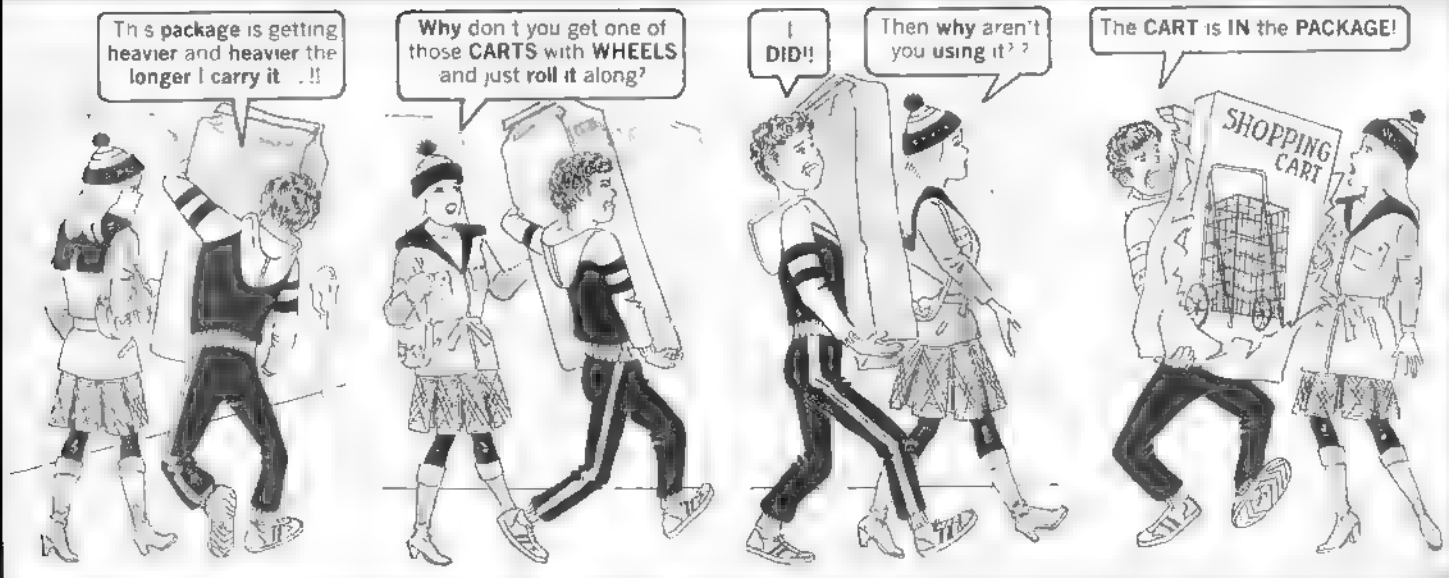




WORKING


Uh—you wanted to see me, Boss ?
Yes! I just wanted to tell you that I'm keeping an eye on you, Kruddsky!
There's a very important job I'd like you to tackle! It calls for concentration and initiative and hard work ..!
I'm your man!! What's this job you'd like me to tackle?
YOURS!!

SHOPPING


This package is getting heavier and heavier the longer I carry it . . !!
Why don't you get one of those CARTS with WHEELS and just roll it along?
I DID!!
Then why aren't you using it??
The CART is IN the PACKAGE!
SHOPPING CART

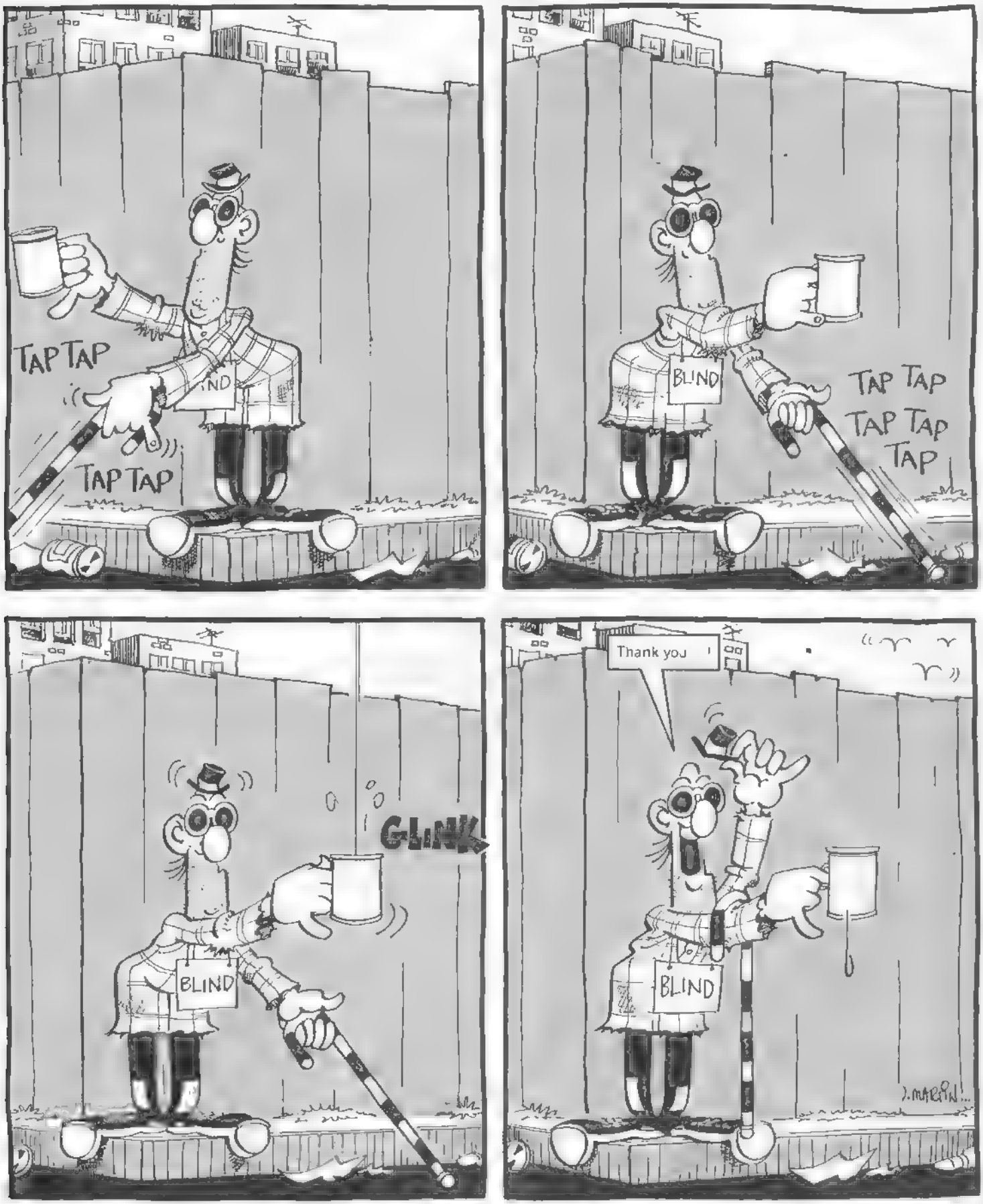
FIGHTING

You sissy! You faggot! You couldn't punch your way out of a paper bag!
Oh, yeah?! I'll make you EAT THOSE WORDS!!
SOCK!
Good! You're just in time for supper!
Uh— no thanks!
I've ALREADY EATEN!!

EXAMS

Psst! I'm having trouble with this exam! Will you help me out...?
Sure... but it'll COST you!!
How much??
Five bucks for two answers!!
FIVE BUCKS...?!? Isn't that high??
Yes it is!
Now you have ONE MORE ANSWER coming to you!!
David Berg

ONE FINE DAY IN CHICAGO, ILLINOIS

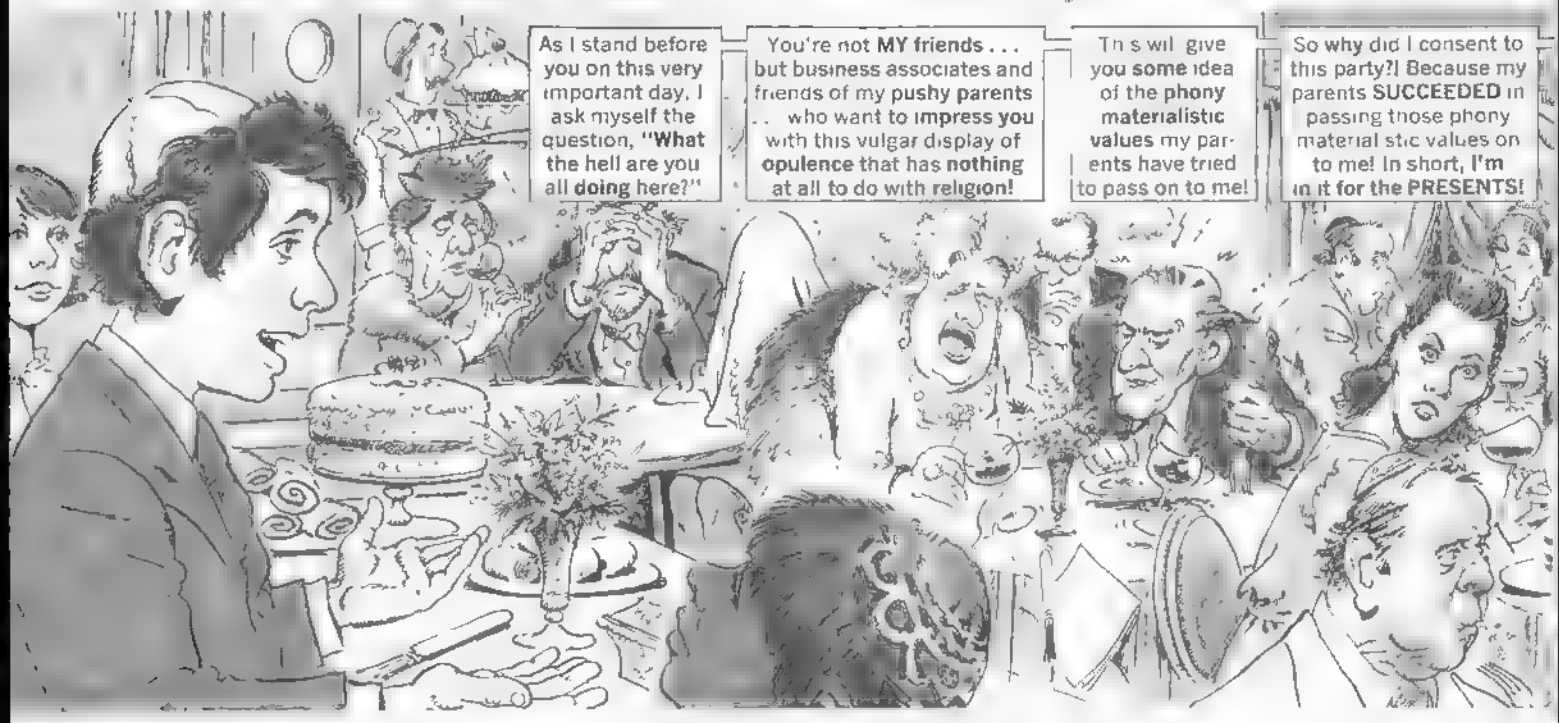


UNFORKED TONGUE-IN-CHEEK DEPT.

In the past few years, there has been a trend toward honesty. Naturally, this has not been a voluntary trend, but one that has been legislated. We now have "Truth In Lending Laws" that alert the poor sap who's borrowing money just what he's in the bag for. Also, there's

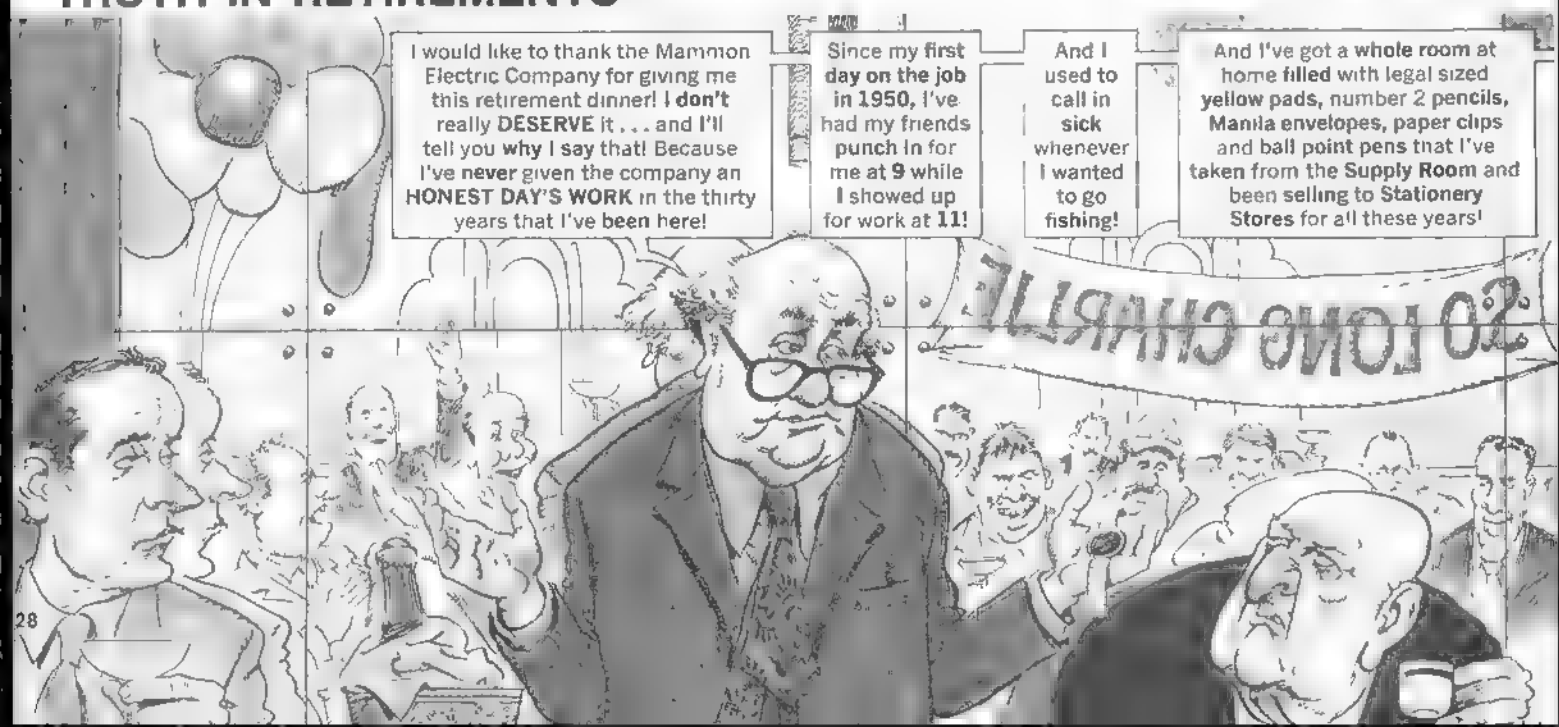
IF THEY PASSED OTHER 'TRU

TRUTH IN CONFIRMATIONS


As I stand before you on this very important day, I ask myself the question, "What the hell are you all doing here?"
You're not MY friends . . . but business associates and friends of my pushy parents . . . who want to impress you with this vulgar display of opulence that has nothing at all to do with religion!
This will give you some idea of the phony materialistic values my parents have tried to pass on to me!
So why did I consent to this party?! Because my parents SUCCEEDED in passing those phony material stic values on to me! In short, I'm in it for the PRESENTS!

TRUTH IN RETIREMENTS

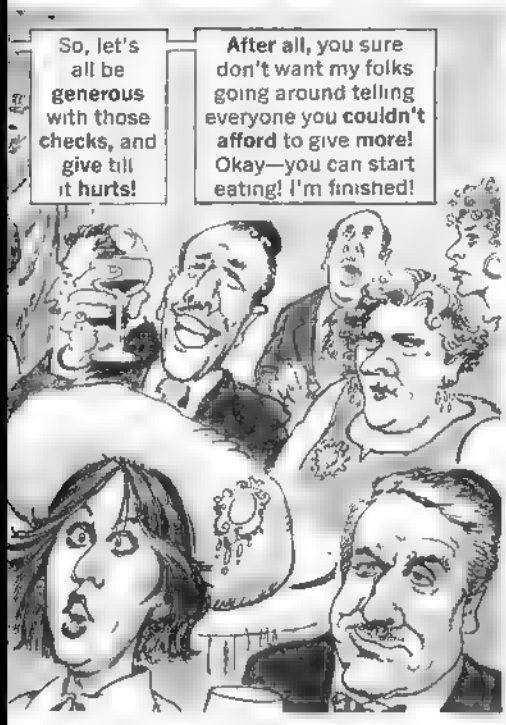
ARTIST HARRY NORTH


I would like to thank the Mammon Electric Company for giving me this retirement dinner! I don't really DESERVE it . . . and I'll tell you why I say that! Because I've never given the company an HONEST DAY'S WORK in the thirty years that I've been here!
Since my first day on the job in 1950, I've had my friends punch in for me at 9 while I showed up for work at 11!
And I used to call in sick whenever I wanted to go fishing!
And I've got a whole room at home filled with legal sized yellow pads, number 2 pencils, Manila envelopes, paper clips and ball point pens that I've taken from the Supply Room and been selling to Stationery Stores for all these years!
20 LONG CHAIR

"Truth In Advertising Laws" and "Truth In Packaging Laws" to protect the unsuspecting consumer. What do you think might happen if these "Truth In...Laws" were extended to other areas? What areas, you ask? Glad you did—because here's how marvelous life will be...

TH IN...LAWS'

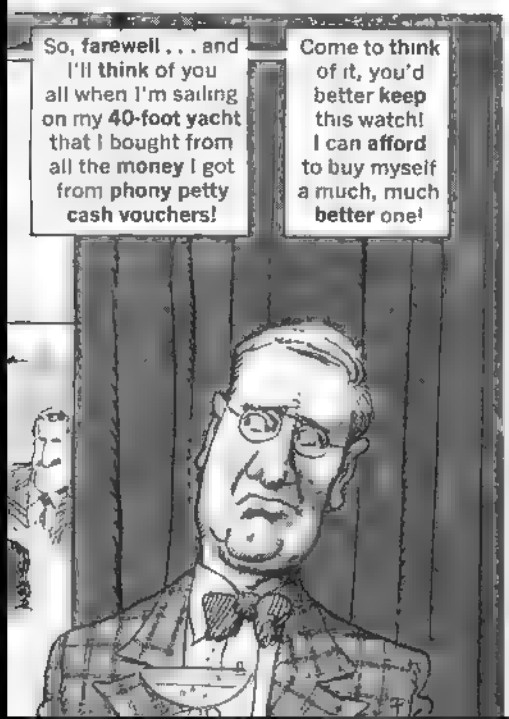
TRUTH IN ACADEMY AWARDS

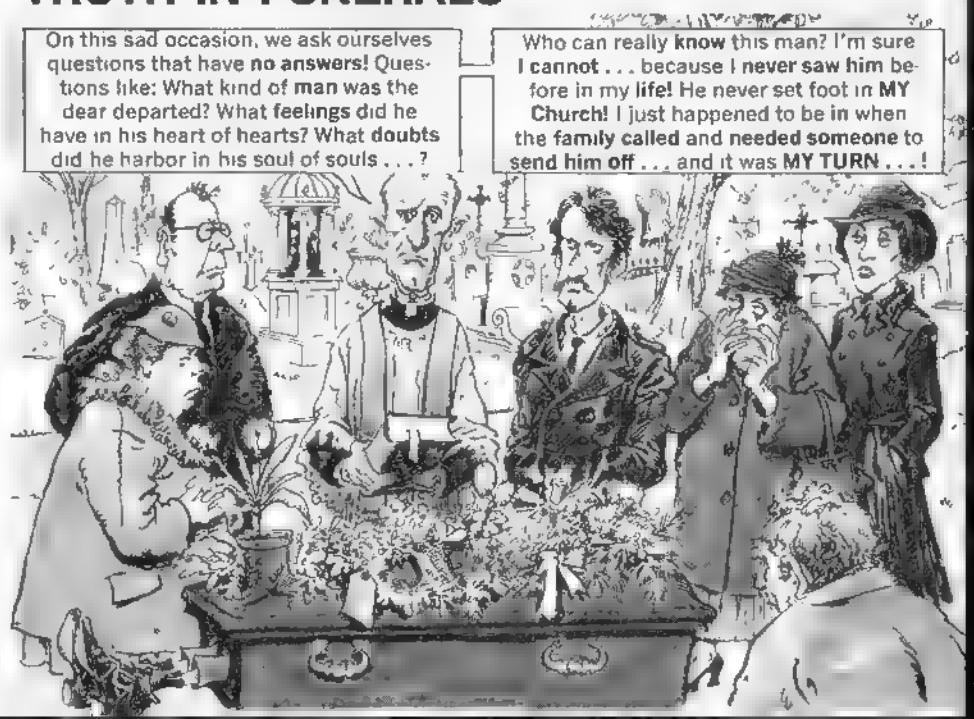

So, let's all be generous with those checks, and give till it hurts!
After all, you sure don't want my folks going around telling everyone you couldn't afford to give more! Okay—you can start eating! I'm finished!

If you will permit a personal reflection, I'd like to take this opportunity to say something to all the BIG people in our wonderful industry...
Hey, slobs! Look what I got! My price for my next flick just became ONE MILLION BUCKS! And no more weekends with the Producer... or the Director! And if you don't like it, then hire yourself one of the LOSERS! That's it!

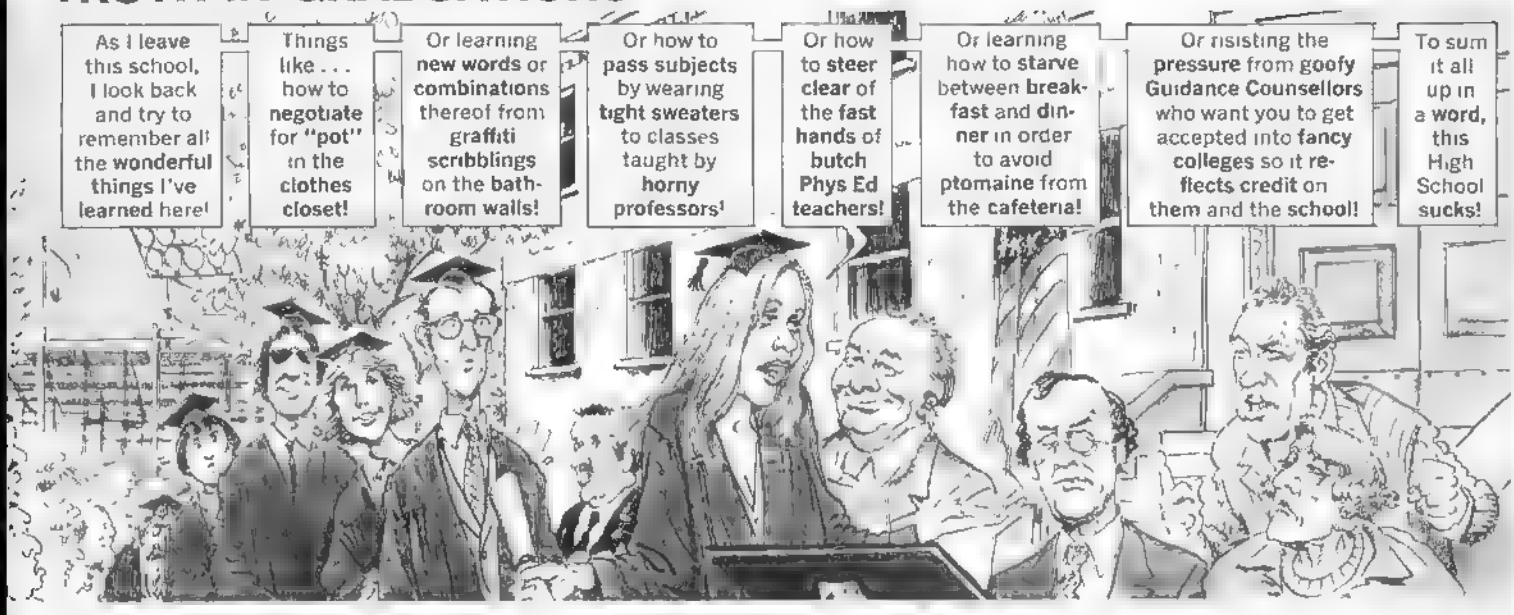
WRITER STAN HART

TRUTH IN FUNERALS


So, farewell... and I'll think of you all when I'm sailing on my 40-foot yacht that I bought from all the money I got from phony petty cash vouchers!
Come to think of it, you'd better keep this watch! I can afford to buy myself a much, much better one!


On this sad occasion, we ask ourselves questions that have no answers! Questions like: What kind of man was the dear departed? What feelings did he have in his heart of hearts? What doubts did he harbor in his soul of souls...?
Who can really know this man? I'm sure I cannot... because I never saw him before in my life! He never set foot in MY Church! I just happened to be in when the family called and needed someone to send him off... and it was MY TURN...!

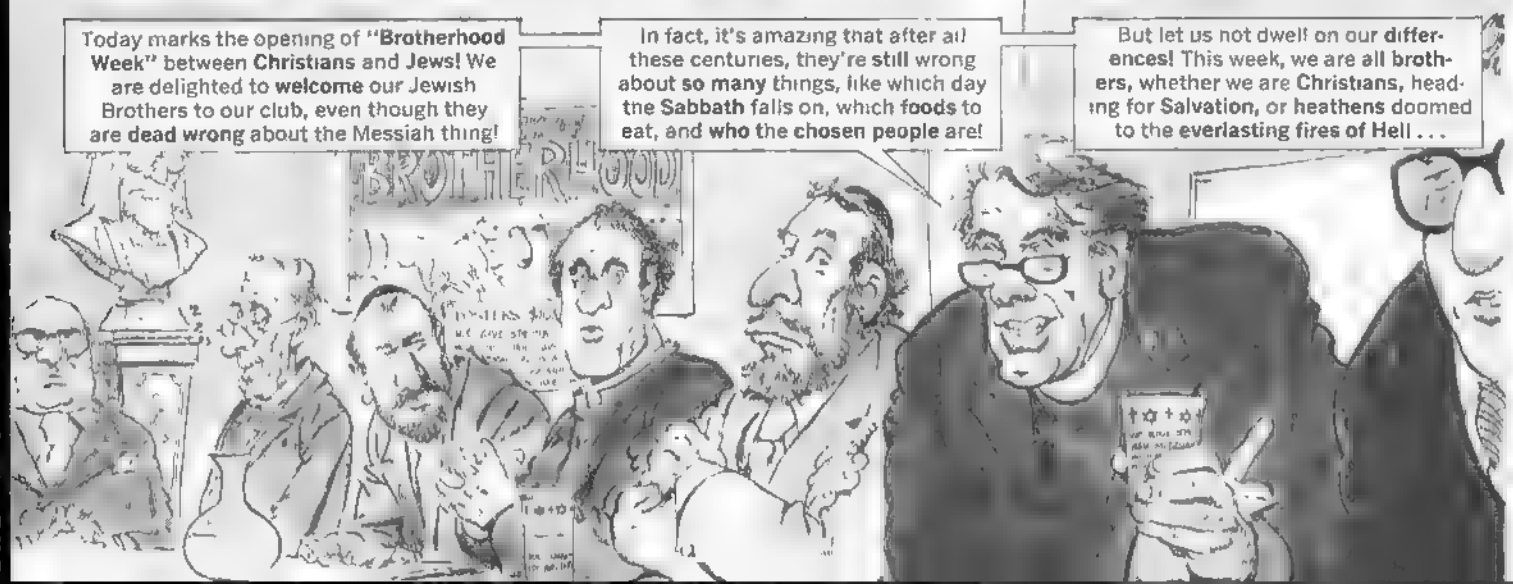
TRUTH IN GRADUATIONS


As I leave this school, I look back and try to remember all the wonderful things I've learned here!
Things like . . . how to negotiate for "pot" in the clothes closet!
Or learning new words or combinations thereof from graffiti scribblings on the bathroom walls!
Or how to pass subjects by wearing tight sweaters to classes taught by horny professors!
Or how to steer clear of the fast hands of butch Phys Ed teachers!
Or learning how to starve between breakfast and dinner in order to avoid ptomaine from the cafeteria!
Or resisting the pressure from goofy Guidance Counsellors who want you to get accepted into fancy colleges so it reflects credit on them and the school!
To sum it all up in a word, this High School sucks!

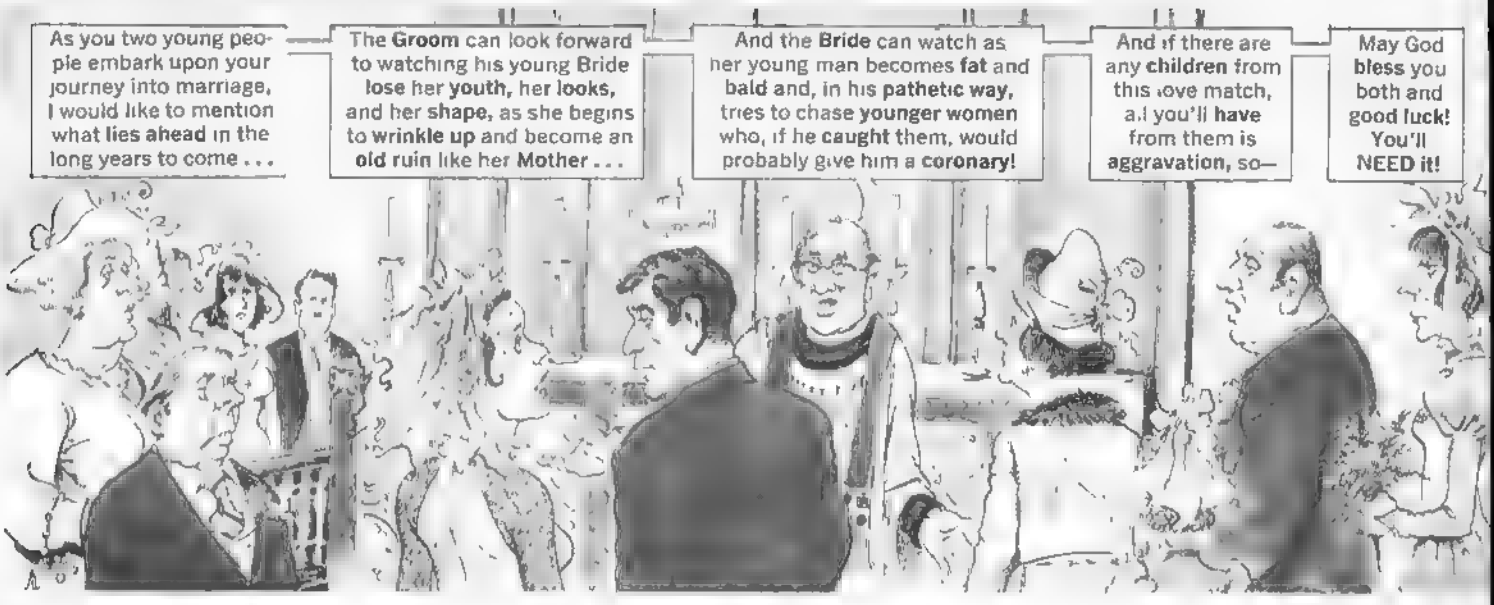
TRUTH IN CAMPAIGNING

Someone has asked me WHY I want to become President of the Student Council! Is it because I want to do some GOOD for my fellow students?
GET OUTTA HERE!!
I want to be top dog so I can cut classes without being suspended!
I want to impress fourteen-year-old freshmen girls who are gullible know-nothings with the bodies of eighteen-year-olds!
I also want a sense of power—that's P-O-W-E-R—at Student Council Meetings!!

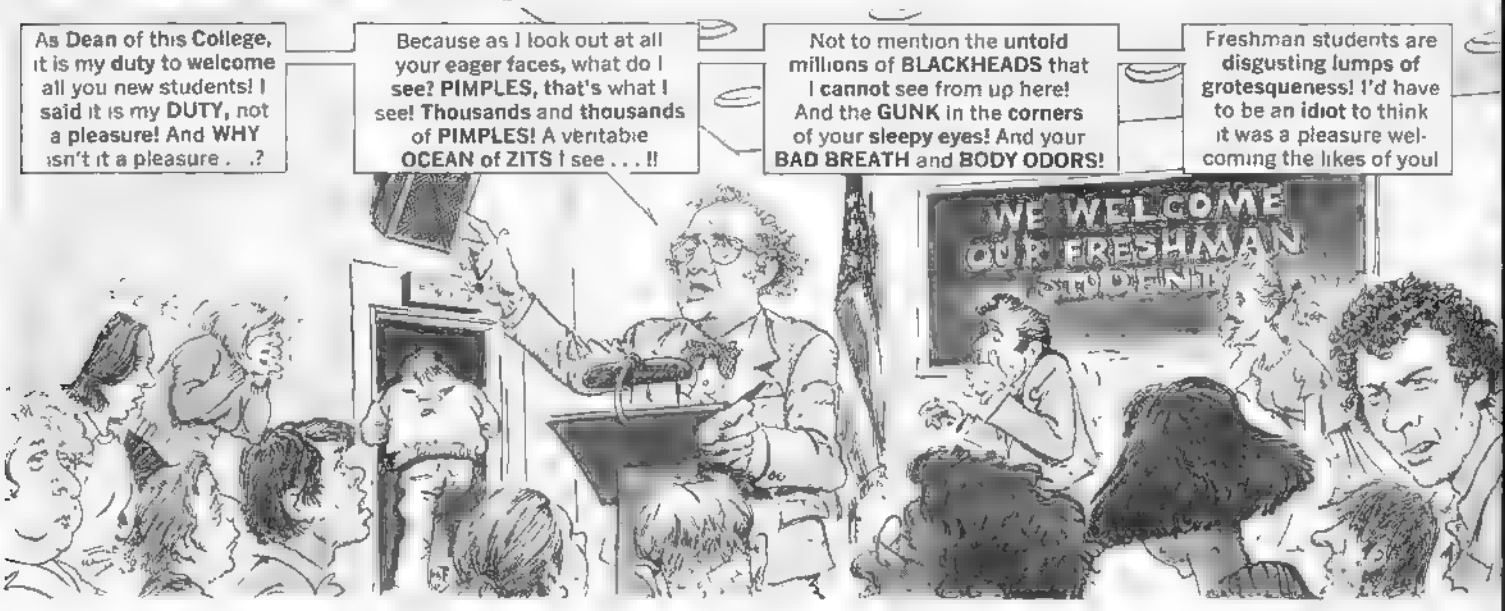
TRUTH IN BROTHERHOOD WEEK


Today marks the opening of "Brotherhood Week" between Christians and Jews! We are delighted to welcome our Jewish Brothers to our club, even though they are dead wrong about the Messiah thing!
In fact, it's amazing that after all these centuries, they're still wrong about so many things, like which day the Sabbath falls on, which foods to eat, and who the chosen people are!
But let us not dwell on our differences! This week, we are all brothers, whether we are Christians, heading for Salvation, or heathens doomed to the everlasting fires of Hell . . .

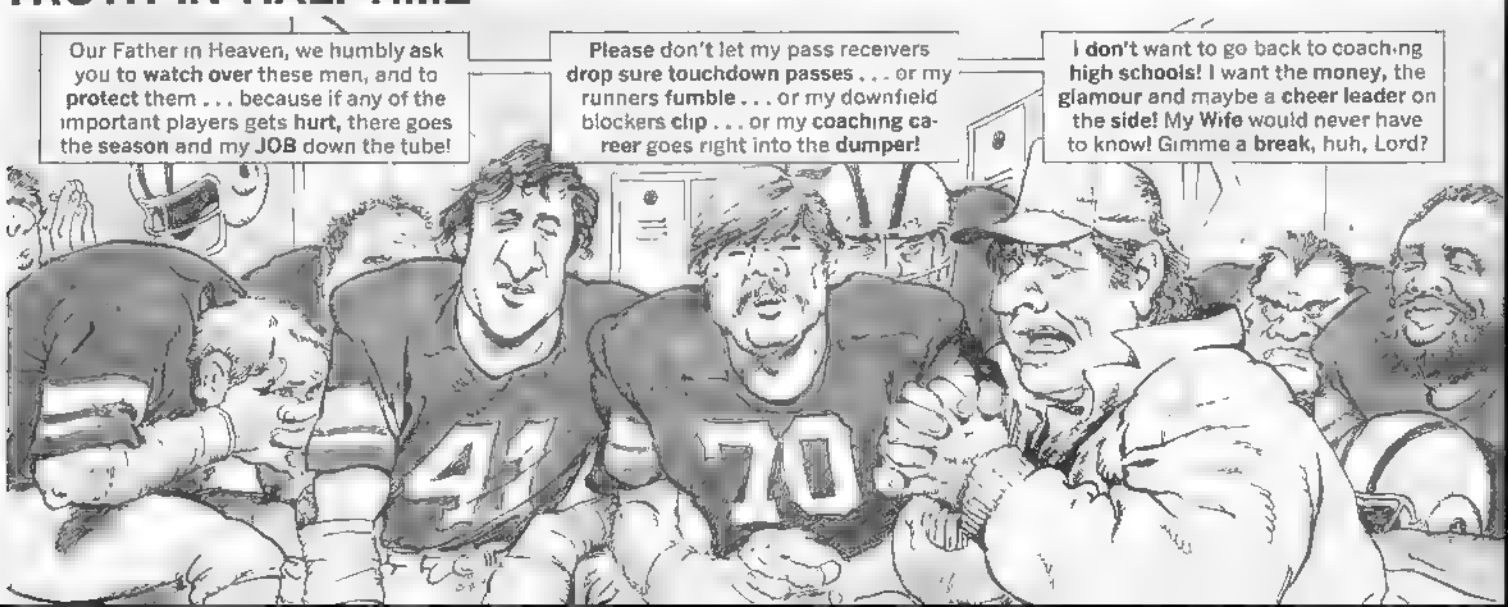
TRUTH IN WEDDINGS


As you two young people embark upon your journey into marriage, I would like to mention what lies ahead in the long years to come . . .
The Groom can look forward to watching his young Bride lose her youth, her looks, and her shape, as she begins to wrinkle up and become an old ruin like her Mother . . .
And the Bride can watch as her young man becomes fat and bald and, in his pathetic way, tries to chase younger women who, if he caught them, would probably give him a coronary!
And if there are any children from this love match, all you'll have from them is aggravation, so—
May God bless you both and good luck! You'll NEED it!

TRUTH IN ORIENTATION


As Dean of this College, it is my duty to welcome all you new students! I said it is my DUTY, not a pleasure! And WHY isn't it a pleasure . . .?
Because as I look out at all your eager faces, what do I see? PIMPLES, that's what I see! Thousands and thousands of PIMPLES! A veritable OCEAN of ZITS I see . . . !!
Not to mention the untold millions of BLACKHEADS that I cannot see from up here! And the GUNK in the corners of your sleepy eyes! And your BAD BREATH and BODY ODORS!
Freshman students are disgusting lumps of grotesqueness! I'd have to be an idiot to think it was a pleasure welcoming the likes of you!
WE WELCOME OUR FRESHMAN

TRUTH IN HALFTIME


Our Father in Heaven, we humbly ask you to watch over these men, and to protect them . . . because if any of the important players gets hurt, there goes the season and my JOB down the tube!
Please don't let my pass receivers drop sure touchdown passes . . . or my runners fumble . . . or my downfield blockers clip . . . or my coaching career goes right into the dumper!
I don't want to go back to coaching high schools! I want the money, the glamour and maybe a cheer leader on the side! My Wife would never have to know! Gimme a break, huh, Lord?

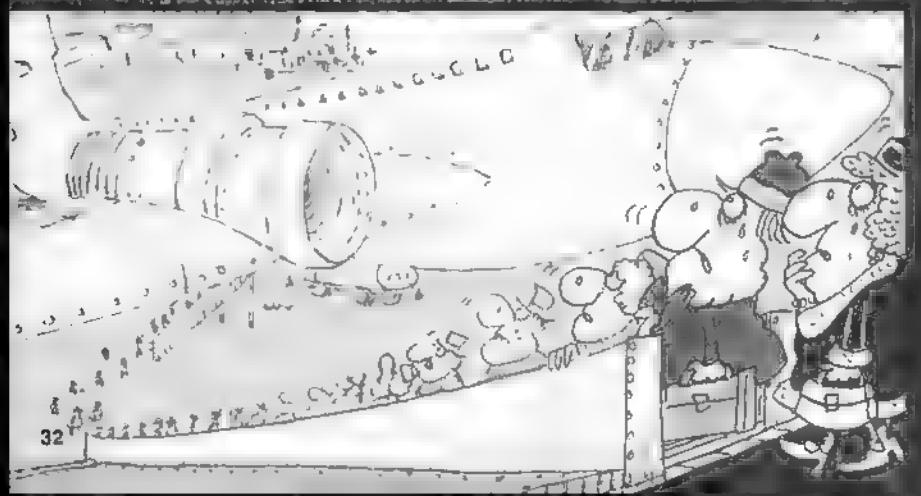
SICK HUMOR DEPT.

LITTLE-KNOWN AND RARELY DIAGNOSED MAD

"THE AIRPORT MAZE NECK CRICKS AND CORONARY PALPITATIONS"

"THE PRE-FLIGHT OMENS AND APPREHENSIONS SUDDEN HIGH FEVER"

"THE 'HOW-THE-HECK-DOES-THAT-THING-GET-OFF-THE-GROUND!?' SHAKES"



"THE 'WHAT-THE-HELL-DO-I-NEED A-REDCAP-FOR?' MUSCLE STRAIN"

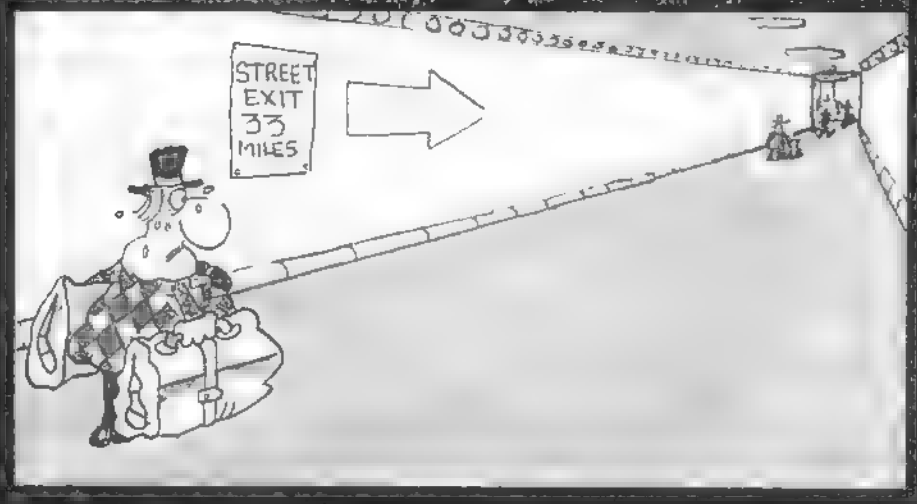
"THE 'FLIGHT-DELAYED FOR-THE FIFTH-TIME' BODY COLLAPSE"

ARTIST AND WRITER: DON EDWING

AILMENTS

CONTRACTED AT... AIRPORTS

"THE AIRPORT TERMINAL WALKING MARATHON LEG CRAMP AND ARM STRETCH"



"THE NEVER-RACKING STOMACH-TURNING SECURITY BELL-RINGING JITTERS"

"THE LOG-JAMMED LUGGAGE DISPENSER ANXIETY ATTACK AND WRIST WRENCH"

"THE "HOW-COME-EVERYBODY BUT ME-GOT-THEIR-LUGGAGE?" BLUES"

"THE DIRTY LAUNDRY CUSTOMS PROBE RESPIRATION FAILURE"

SPY vs SPY
SPY NEWS
WHITE SPY HERO
BLACK SPY FAN CLUB
BLACK SPY FAN CLUB

PROCTOR SCOPE DEPT.

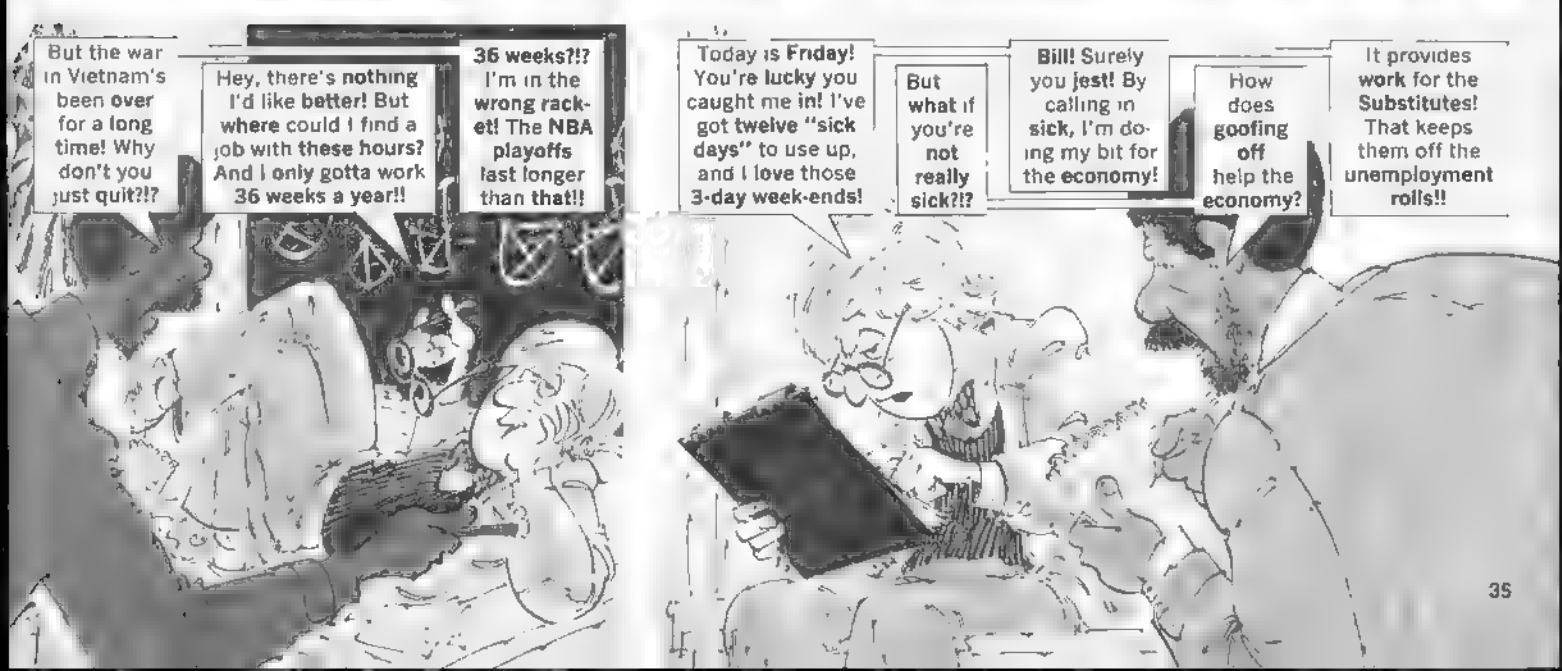
Hi, I'm **Bill Mussel!** A few years ago, I **did** one of these idiotic **MAD Interviews,** and I'm **back** because I got my **"Second Wind"!** (No **plug** intended!) Today, kids are having **problems** with **reading** and **writing!** And at **one** of our big colleges, **twelve students** couldn't even figure out how to **divide up two pizzas!** All of which means that our **schools** are in **serious trouble!** To shed some **light** on this subject, I'm here at the **Albert Shanker High School** to interview **Mr. Chips Indolent,** who is . . .

MAD'S SCHOOL TEACHER OF THE YEAR

ARTIST PAUL COKER

WRITER LOU SILVERSTONE

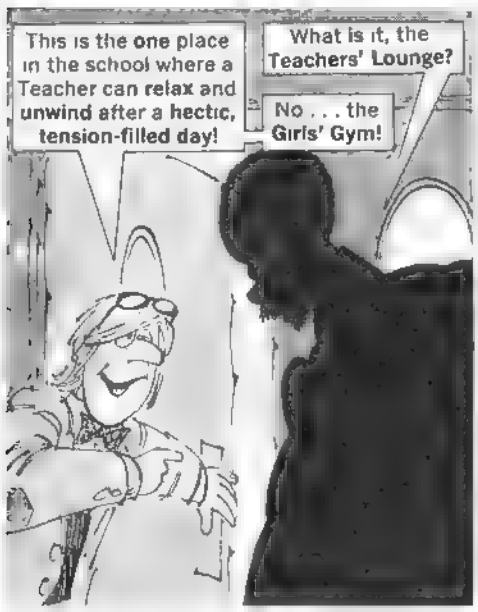
Mr. Indolent, I'd like to ask you a few questions!
I'll be with you in a minute! Let's see—2 pizzas, 12 kids! Hmmm! If we cut them in half, then half again . . No!
By God, it CAN'T be done! Okay, Bill, fire away!
Since you're a Teacher, I assume you like working with kids!
Are you putting me on? You'd have to be a masochist to enjoy working with THESE monsters!!
Then why did you ever become a Teacher?
Because I hate the sight of blood . . . especially MINE!
Becoming a Teacher kept me out of the Army, and Vietnam!


But the war in Vietnam's been over for a long time! Why don't you just quit?!?
Hey, there's nothing I'd like better! But where could I find a job with these hours? And I only gotta work 36 weeks a year!!
36 weeks?!? I'm in the wrong racket! The NBA playoffs last longer than that!!
Today is Friday! You're lucky you caught me in! I've got twelve "sick days" to use up, and I love those 3-day week-ends!
But what if you're not really sick?!?
Bill! Surely you jest! By calling in sick, I'm doing my bit for the economy!
How does goofing off help the economy?
It provides work for the Substitutes! That keeps them off the unemployment rolls!!

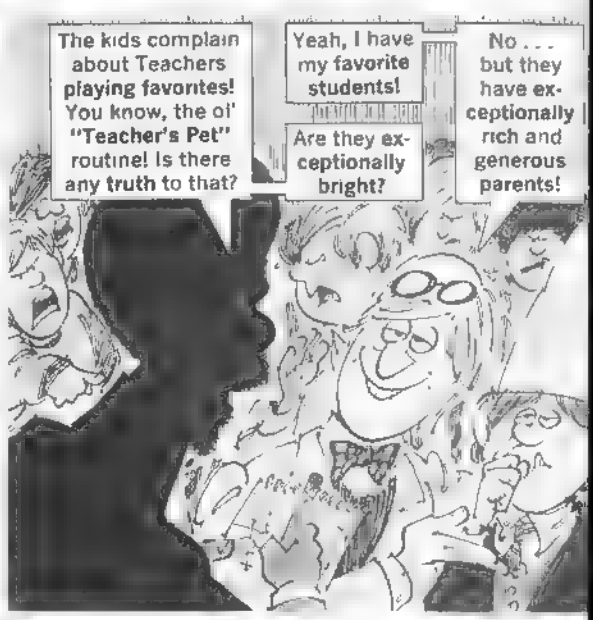
I thought that classrooms were supposed to be so overcrowded! You only have 15 kids in here!
The other 20 are cutting classes! They don't care if their absence costs the school money! Kids today have no sense of responsibility!!
Seems to me that they're just imitating their Teacher!
Okay, we're having a test today . and I don't want any talking!!
Aw, c'mon, Teach . . . !
You didn't tell us about no test!!
Yeah!! We ain't prepared!!
Well, you've all learned something today! Mainly . . . that life is full of surprises!!
Did you pull that test to punish the kids who are cutting by giving them all zeroes??
No, a test keeps the class occupied so I can work at my moonlighting job . . . stuffing envelopes!
Slam dunk these in the mail chute for me, will you, Bill . . . and we'll go see our Visual Aids Department!
Do you think that Educational TV will ever replace the Classroom Teacher?
No way! The people wouldn't stand for it!
You mean the parents, because they feel that a teacher-student relationship is essential?
No, I mean the guys who run the Teachers' Union wouldn't stand for it, because TV sets can't pay union dues!
MUNY
DUM STUDENTS
TEECHERS
Tell me, do you think TV has a big influence on kids?
You better believe it! I gave a spelling test last week, and half the class spelled "relief" "R-O-L-A-I-D-S"!
What about your star athletes? Do you give the JOCKS in your classes special consideration?
Are you kidding? Listen, Man . . the ONLY person who gets special consideration in MY classes is ME!!
You mean, if a star athlete messes up, you actually treat him fairly and FLUNK HIM?!
Of course not!
I thought you told me jocks don't get special treatment!
They don't! See—in this school, we treat all students as if they were big sports stars! EVERYBODY passes!

Look, if we only passed the kids who deserved it, we'd have the same kids around, year after year!
I guess that would be rough on the kids . . .!
The KIDS . . .?! How about us TEACHERS? That would mean we'd have to make up brand new exams every year! Man . . . what a DRAG!

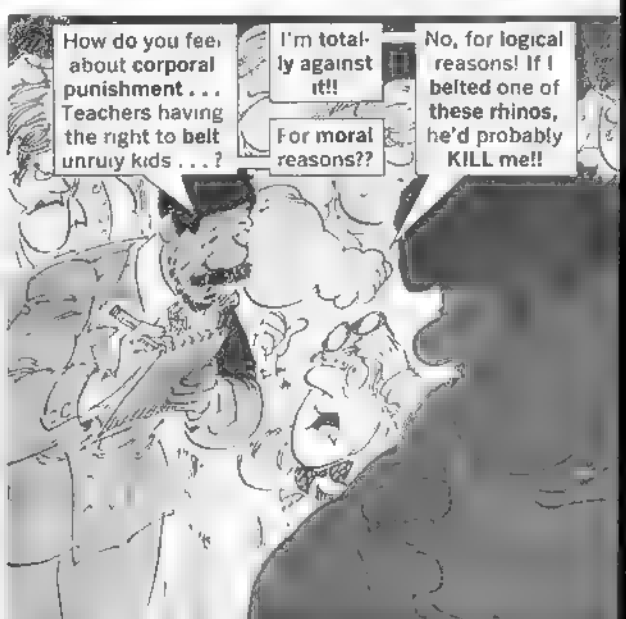
But if this "everyone gets promoted" jive starts in first grade, that means you push kids ahead who may not have learned to read! No one benefits from school that way!
No one?!? What about Teachers, Janitors, Principals, Guidance Counselors, Coaches, Librarians, Typists, Psychologists . . .
I gotcha! I gotcha!
By keeping those kids off the streets, we keep OURSELVES off the streets! It's a matter of basic economics! How come you couldn't figure that out for yourself?!?


This is the one place in the school where a Teacher can relax and unwind after a hectic, tension-filled day!
What is it, the Teachers' Lounge?
No . . . the Girls' Gym!

It's times like THIS that make me think maybe Teaching IS a worthwhile profession!

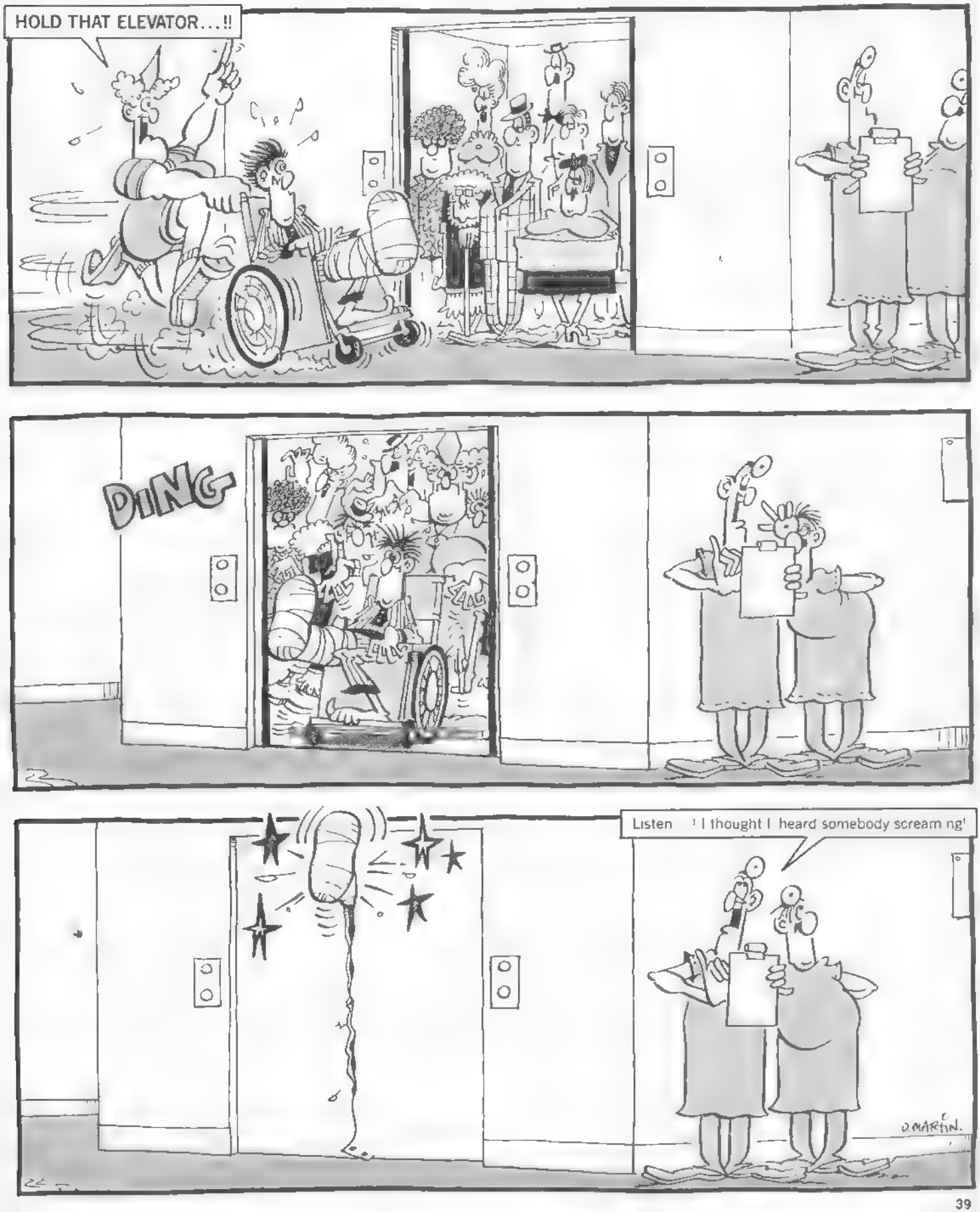

The kids complain about Teachers playing favorites! You know, the ol' "Teacher's Pet" routine! Is there any truth to that?
Yeah, I have my favorite students!
Are they exceptionally bright?
No . . . but they have exceptionally rich and generous parents!

You mean that you take bribes?!
Make me an offer! Ha-ha! Only kidding! Taking cash is not only illegal, it's also unnecessary!
I'm not sure I read you!
Look, if a student's parents just happen to own a clothing store, and I just happen to need something . . . I mean, you don't think I can afford these designer jeans on MY salary!
JEAN VAL JEANS


How do you feel about corporal punishment . . . Teachers having the right to belt unruly kids . . . ?
I'm totally against it!!
For moral reasons??
No, for logical reasons! If I belted one of these rhinos, he'd probably KILL me!!

Holy cow! THIS looks like the Houston Space Center!
This is our Computer Room, Bill! These babies are the greatest thing to happen to Education since tenure!
Why? Because they make learning easier?
No . . . because they make teaching easier! We don't have to read all those idiotic answers on exam papers! We just feed 'em into one of these babies, light up . . . and relax!
Do you think it's right for Teachers to smoke pot?
Why not? Don't we deserve the same privileges as the students?
Maybe if you guys stopped, the kids would follow your example!
They've got parents! Let THEM stop smoking it! We Teachers got enough problems without acting as role models for their brats!
Speaking of parents . . . are they much of a problem?
Not really! Mommie is a real sweetheart! Oh, Dad does get on my case once in a while! He wants me to get out into the real world! But all in all—
I mean the STUDENT'S parents! Do THEY give you a hard time?
Does a bear spit in the woods?!? Those parents expect us to be miracle workers! They blame us Teachers because their kids are all stupid!
Even though you're not too thrilled with your job, you must get SOME enjoyment out of being a Teacher!
Yeah, well I like getting all those holidays off!
No, I mean you must get a great deal of satisfaction from watching some of your students do well here, and then go on to college!
That would give me a great deal of satisfaction?!? To see some of these clods go on to college and graduate and get some fantastic, high-paying job . . . while I'm stuck here in this dump, working for peanuts?!? That would give me a great deal of satisfaction?!? What are you?! Crazy?!
Well, folks! I think we may have found out why Johnny can't even divide up a pizza!
I'm Bill Mussel, returning you to MAD! Goodbye, Mr. Chips!

ONE FINE DAY IN ROCHESTER, NEW YORK



SERIAL INGREDIENT DEPT.

If you ever stayed home from school because you were sick (or faking it), you found out that during the afternoon, there is nothing on television but Soap Operas (which probably made you sicker). To the untrained viewer, these shows

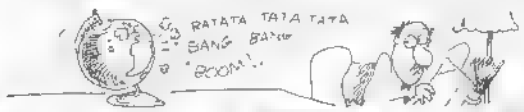
SOME SIMPLE LA
SENSE OUT OF

THE LAW OF DRAMATIC EFFECT

ARTIST: ANGELO TORRES

...maintains that, in all the Soap Operas, a) every eight minutes, the wife gossips, cries hysterically or gets into an argument and stomps out of the house to go to see 1) an old lover, 2) an ex-spouse or 3) the husband's best friend.

...b) one out of every six pregnancies is caused by a rape committed by an old lover, an ex-spouse or the husband's best friend [see previous sub-law a)], who just escaped from 1) jail or 2) a mental institution.



THE LAW OF MARRIAGE AND DIVORCE

...states that a) a marriage usually lasts six episodes, but if either partner has been married before, their new marriage will last no longer than four episodes, two episodes if the wife is pregnant (one if by someone else).

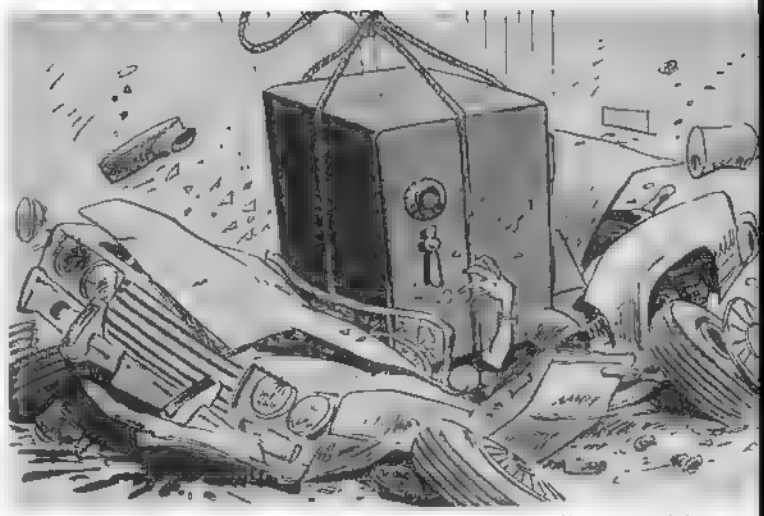
...b) no divorce will last less than five episodes. If either partner is having an affair, the divorce will last eight episodes. (If the wife is having an affair with her husband's best friend or brother, it can go ten episodes.)

may seem incomprehensible, not to mention asinine. But since watching TV is better than studying, you're stuck with the "Soaps." Well, take heart! MAD has uncovered some simple laws that make sense out of Soap Operas! Here are:

AWS THAT MAKE SOAP OPERAS

WRITER MARK DRESSLER

...c) in every episode, someone either has an operation or becomes an unwed mother or is kidnapped or has amnesia or gets into a car accident or is crippled for life or suffers some tragedy to satisfy the audience.



...d) if any actor/actress has 1) a contract dispute with the producers, 2) does an act in Las Vegas, 3) appears in TV commercials or 4) lands a part in a prime time TV show, the character he/she is playing is immediately killed off.

THE LAW OF GUARANTEED AUDIENCE RETURN

...predicts that nothing important happens during the week in a Soap Opera, except on Friday—when the action is stopped in the middle of a dramatic scene, then dragged out over the next week, only to be stopped again the next Friday, etc.

THE LAW OF PERSISTENT INTERRUPTIONS

...guarantees that every emotional scene will be interrupted by: 1) the telephone, 2) the doorbell or 3) the bratty child that everyone in the show thinks is cute, who comes running into the room.

THE LAW OF RELATIVITY

...contends that children always belong to parents other than the ones they are living with. If they are over 15, they find out who their real parents are in not less than 10 episodes... more if either parent is a main character.

THE LAW OF HAPPINESS

...demands that a) no one person can be happy any longer than five appearances or three episodes, whichever comes first, and that b) no couple can be happy any longer than ten appearances or seven episodes, whichever comes first.

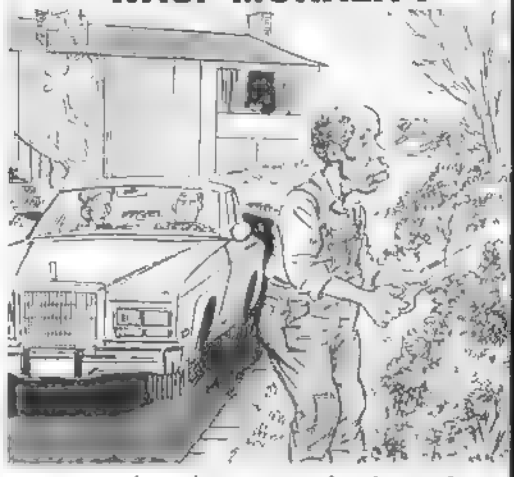
THE LAW OF JUVENILE AGING

...states that for every four days a child appears in a Soap Opera, he/she ages six months... eight months if the kid is either adopted or illegitimate.

THE LAW OF ADULT AGING

...states that for every six months an actress is in a Soap Opera, he/she ages four days... three days if she's the mother of an illegitimate child.

THE LAW OF WASP MORALITY



...preaches that a) sex is always inferred but never seen, b) violence is always seen but never inferred, and c) all Whites have jobs, cars and houses.

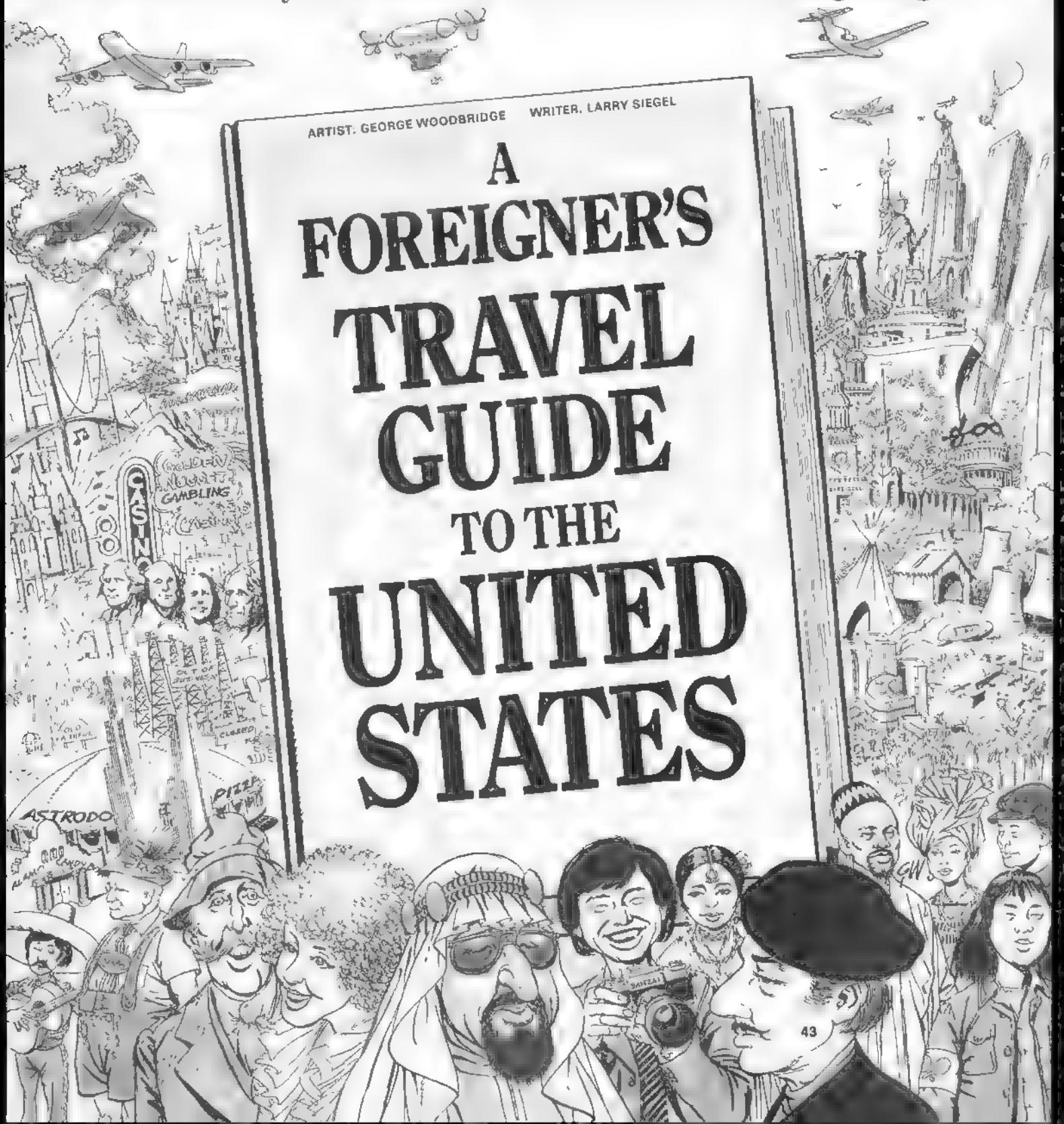
THE LAW OF NETWORK PROFITABILITY

...affirms that for every ten minutes of a Soap Opera, there will be five minutes of commercials selling deodorants, hemorrhoid ointments, denture creams, feminine hygiene sprays and other disgusting products.

THE LAW OF INVERSE INTEREST

...asserts that twice as much doesn't happen in an hour long Soap than in a half-hour show.

Anyone who has ever traveled overseas is probably familiar with the various travel guides for American tourists. However, on the outside chance that you happen to know someone who is living in a foreign country and is planning a visit here, we have just come across an invaluable publication for him. We sincerely believe that nobody from another country should visit these shores without taking along . . .



GETTING THERE

Congratulations. You have decided to visit the United States. What a marvelous treat is in store for you. Your flight time, of course, will differ according to where you are and what plane you take. For example, a 747 flight will take about seven hours from Paris to New York. A 1011 flight will take about 11 hours from London to California. And a DC-10 flight will take about two minutes from the runway to a nearby lake. Now that you know something about American built planes, read on and learn all about the wonderful land they come from.

LANGUAGE

The national language of the United States is English Don't be ashamed of your accent when you try to speak it. Remember that very few Americans can speak *your* language. In fact, very few of them can speak English.

Here are a few typical expressions from various regions of the country and their approximate English translations:

"Quitchashoviniori'llkickyerassfromnooyawktogreenperntl"

Translation: A local Manhattanite is chiding a fellow passenger for aggravating already crowded conditions in an elevator.

"Why'd you pahk your cah so fah from the bah?"

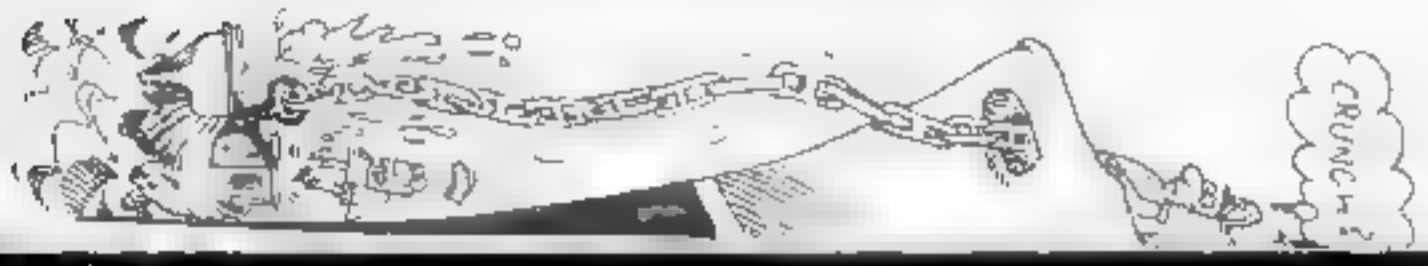
Translation: A local Boston gentleman is inquisitive as to why another gentleman deposited his vehicle so great a distance from their neighborhood cafe.

"Hah theyah, yo purty lil ole thang."

Translation: A local American president is welcoming Farrah Fawcett to the White House.

"Have a nice day."

Translation: This is a meaningless expression used by illiterates all over the country, with no known translation in English. Or for that matter, in any other tongue known to Western man.



CLIMATE

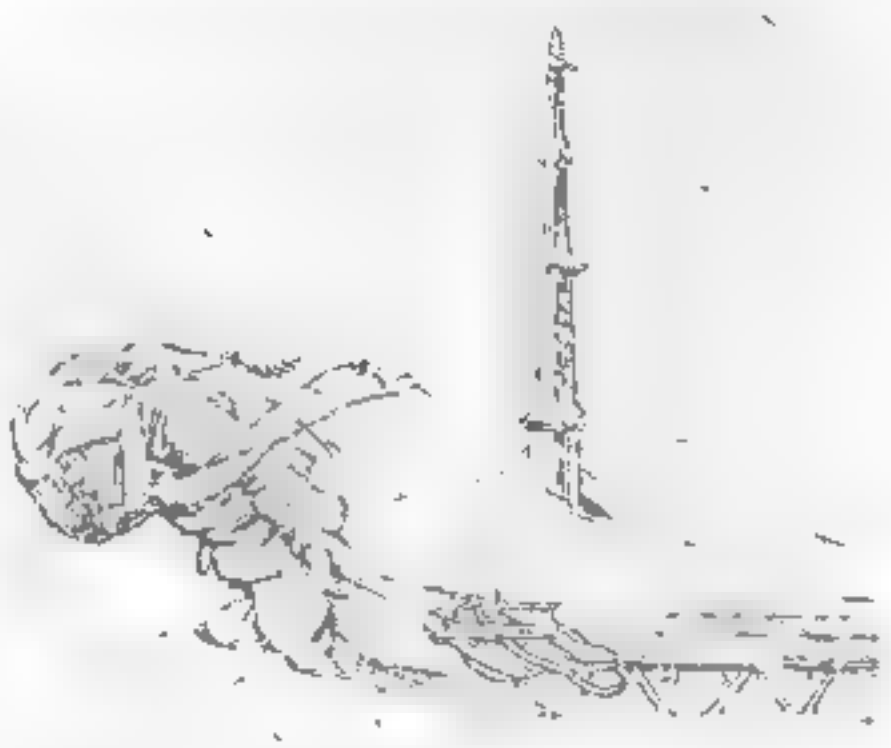
The weather in the United States varies considerably, depending on what region you are in. But generally speaking, it can be broken down into two major divisions: (A) The weather in Los Angeles, and (B) The weather in the rest of the country. Here is a month-by-month breakdown of average U.S. temperatures:

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
THE REST OF THE COUNTRY	Average low:	-9	-14	12	34	43	61	97	99	70	54	42	12
	Average high:	16	11	23	49	63	77	111	120	81	67	58	42
LOS ANGELES	Average low:	85	85	85	85	85	85	85	85	85	85	85	85
	Average high:	85	85	85	85	85	85	85	85	85	85	85	84*

*In Los Angeles December is a very changeable month

(NOTE: There is actually one small exception to the weather pattern in the rest of the country. And that is the weather in Chicago. Chicago has a mean temperature of —57 (which, you must admit, is really mean).

Here we see a boy pulling a sled past the top of the Wrigley Building during an average Chicago snowstorm in 1979. (WARNING: the weather can be a lot worse during the winter months).



FOOD

When tourists think of American food, what usually comes to mind are things like hot dogs and apple pie. But being the Melting Pot of the world, the U.S. is also famous for many ethnic dishes, and foreign travelers should feel right at home here. On any given day in any given town you can run across a McDonald's, a Colonel Sanders, or a Burger King, just like the ones you have back home on the Champs Elysées in Paris or on the via Veneto in Rome.

CURRENCY

The principal item of monetary exchange in the United States is the dollar. When this publication was written, the dollar was worth approximately 1400 liras in Italian coin, seven francs in French currency, 72 drachmas in Greek funds, and 15¢ in American money.

TIPPING

In American restaurants it is customary to tip the waiter 15% of your bill. Unless you are dissatisfied with his service (i.e., he serves you raw steak and cold eggs, spills hot soup on you, uses profanity, etc.). In which case it is customary to tip him 10%.

In airline terminals it is customary to tip the porters 75¢ a bag and your luggage will follow you on to the plane.

In American airports you might run into one of the many dedicated Hare Krishna devotees. It is customary to tip them 75 cents a flower, or *they* will follow you right on to the departing plane.

At hotels you usually tip a dollar a bag to have your luggage brought from the cab to the lobby. Another dollar a bag to have your luggage taken from the lobby to your room. An additional dollar a bag to have your luggage carried from your room to the lobby, when you check out. And another dollar a bag to have your luggage brought from the lobby to your cab.

(Note: Most American hotels are quite expensive and can only be afforded by the very wealthy, such as show business stars, bank presidents, and vacationing bell-hops).

TRANSPORTATION

Many large American cities, such as New York, Washington, D.C, and San Francisco have convenient subway systems which will take you to most parts of town. An average subway ride can cost you anywhere from 50¢ to $500, depending on who is standing next to you, and what you have in your pocket. (See CRIME IN AMERICA, Pg. 41)

Although it is the most sophisticated city in the country, New York still occasionally engages in the quaint and charming barter system. Here we see two industrious New Yorkers trading each other a subway ride for a gold watch.

Buses are plentiful in most towns, but the more affluent tourist might be interested in traveling in one of the numerous American taxi-cabs. The U.S. taxi driver is quite efficient and very creative when it comes to charting travel routes.

Here we see a tourist enjoying the sights of Axlepump, Wyoming, as a typical American cabbie drives him from Los Angeles International Airport to downtown Hollywood. (see MORE CRIME IN AMERICA, Pg. 42)

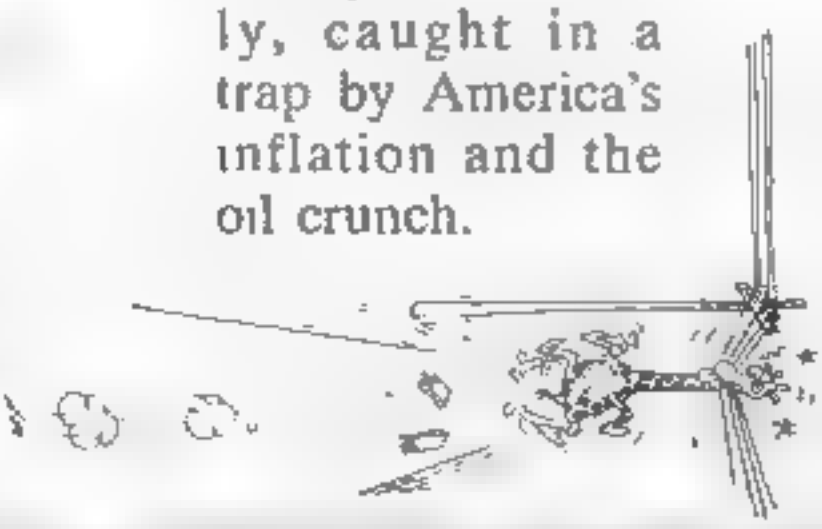
RELIGION

The vast majority of Americans are members of the Protestant faith But there are also millions of Catholics, along with smaller numbers of Jews, Moslems, and other minority groups. We would like to introduce you briefly to two of these groups. First of all, if you travel in Utah, try to meet some Mormons (or, as a current witticism out West goes, try *not* to). You will find them fascinating.

Here is a typical Mormon family praying in their temple (which they own) in Salt Lake City (which they also own). Despite great freedom in America, these people have still been plagued through the years by such things as social injustice, religious persecution, and lousy TV ratings.

If you are traveling through Pennsylvania you might want to visit the Amish people. They are simple, devout folks who wear primitive clothes, never use electricity, and ride in horse-drawn vehicles.

For an accurate picture of a typical Pennsylvania Amish family, turn to page 37. The people shown here in a horse-drawn vehicle, heading for their candle-lit home, are actually a typical Presbyterian family, caught in a trap by America's inflation and the oil crunch.



HEALTH

The United States has some of the best medical services and the finest doctors in the world. So in the event of an emergency while you are here, it should be comforting to know that you will always be in good hands.

Should you have an accident or encounter a severe health problem while in this country, you may phone any one of the many excellent physicians listed in the Yellow Pages. (Note: You may not always get the doctor in and you may be put on hold for a while, but you will be amazed to discover how soothing and beneficial a half hour or more of the stirring recorded strains of "Victory At Sea" can be to any heart attack victim or person hit by a truck.

While it is often difficult to control such things, if at all possible it is best to have your heart attack or accident take place outside a doctor's office and preferably between 9 a.m. and noon (Oftentimes you may not even need an appointment to get in).

If you *must* have a heart attack or an accident during off-visiting hours (afternoons, weekends, and all day Wednesday) here are the two best places to have them, where you are certain to find doctors nearby:

Outside any hospital.

Inside any golf course.

SCIENCE AND INDUSTRY

In your travels you will discover that the United States is still in the forefront of the world when it comes to science and industry and new technologies.

American industry in action. As you can see the nuclear power business is really booming.

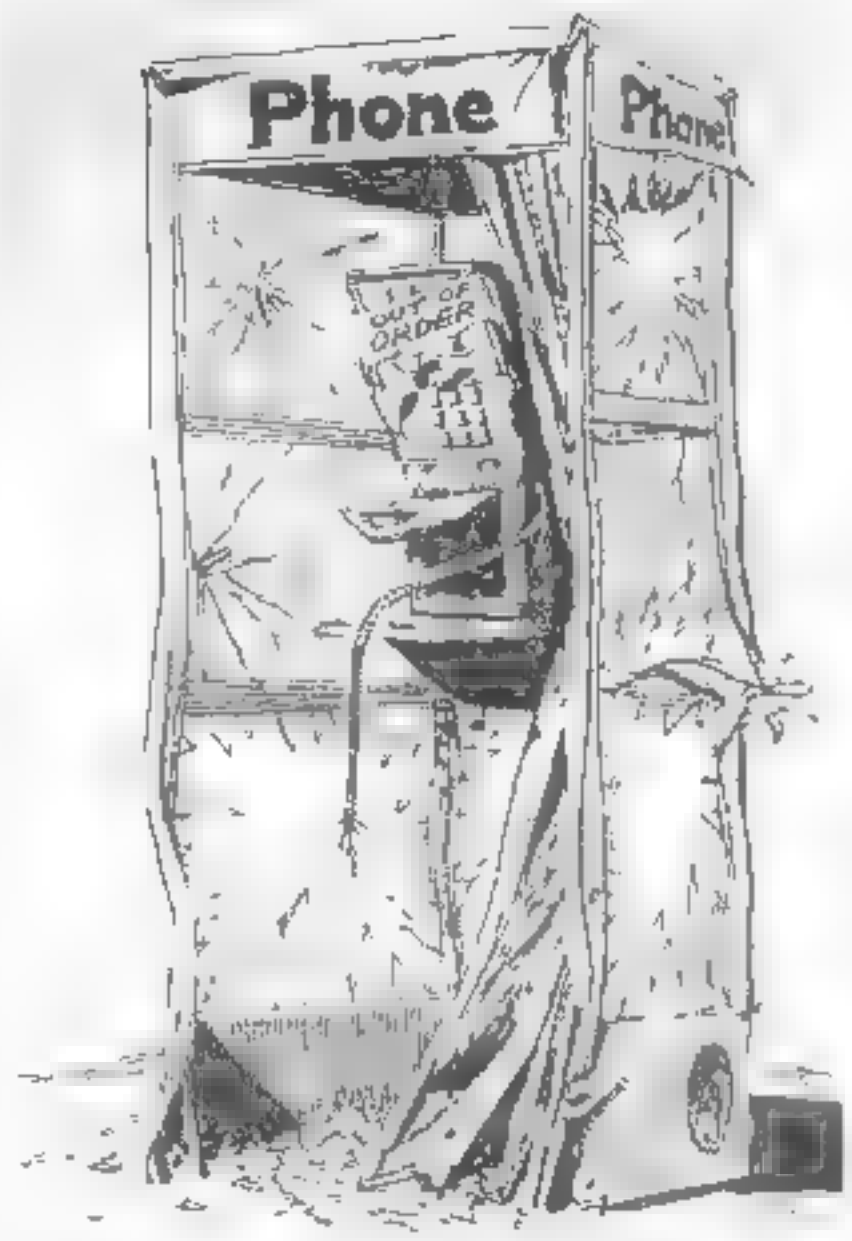
Incidentally, thanks to Yankee know-how, it is perfectly safe to drink the water just about anywhere in the country. However, don't drink the milk.

TELEPHONE TIPS

Telephones are plentiful in the United States, both in the home and out.

It is very easy to spot public telephones on American streets. Most booths have glass windows, swinging doors, and "Out of Order" signs. Those public telephones without "Out of Order" signs can usually be spotted by their black color, their cunning workmanship, and picturesque holes in the section where the coin box used to be.

Within seconds you can usually dial a call to anywhere in the United States. And within days you can usually reach your party. (Note: if *this* depresses you, *don't* see THE U.S. POSTAL SYSTEM,, Pg. 52).

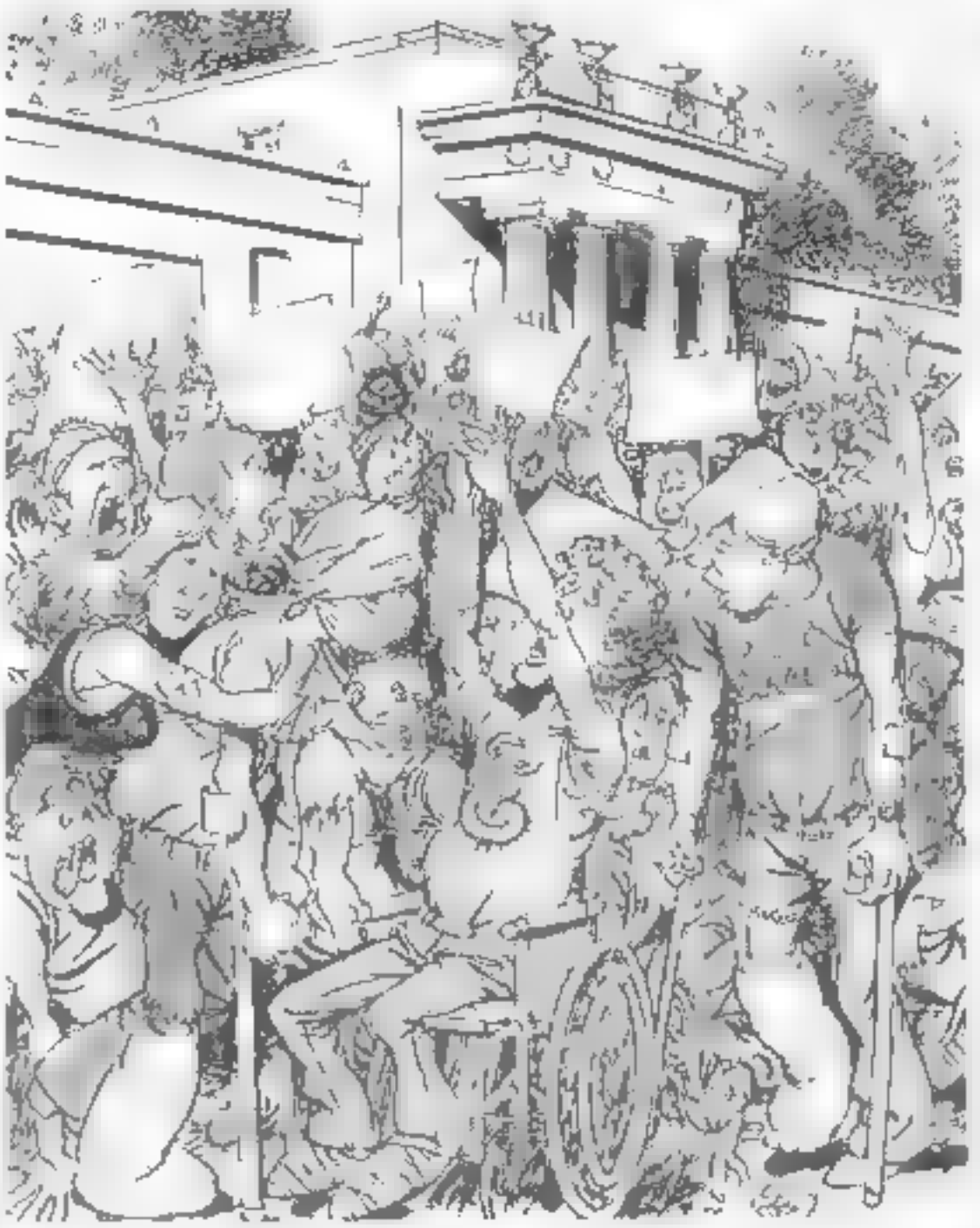


SIGHT-SEEING

There are thousands of fascinating historical spots and tourist attractions for you to visit all over the country. Here are only a few important ones.

In the greater New York area, don't miss the ruins of Pompeii. These are the remains of the multi-level dwelling constructed by the famous builder Barney M. Pompeii in the South Bronx. (Circa 1976). The building was destroyed during the Shiv Crusades in 1978 by Mosholu Parkway Warriors under the reign of King Vinny "The Torch" Abbondo.

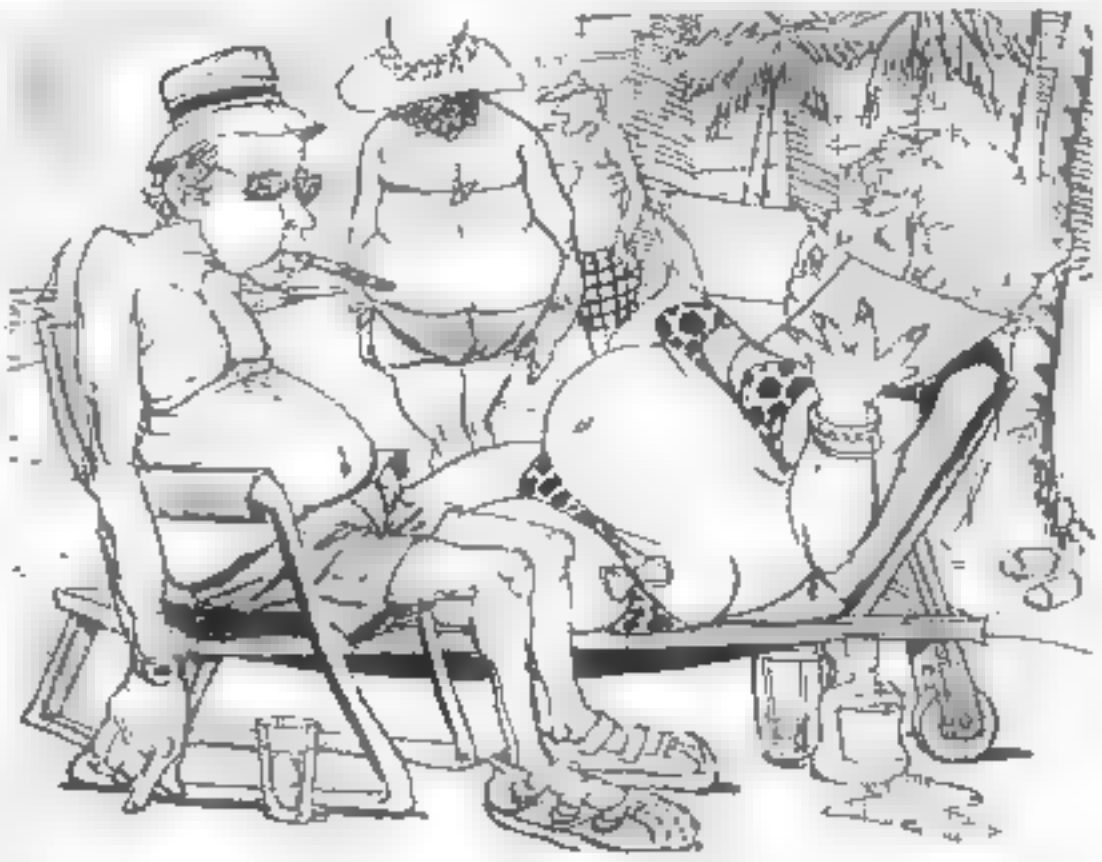
In Nashville, Tennessee, you must not fail to visit the final resting place of the Savior of Ancient Teenagers, Elvis the First. From thousands of miles away they come in droves — the healthy and the robust, the halt and the lame, to uplift their spirits and to heal their pain-wracked and broken bodies. (Unfortunately most of the pathetic cripples that you see here were robust and healthy before they arrived and tried to storm the entrance gate to the Elvis Shrine.)

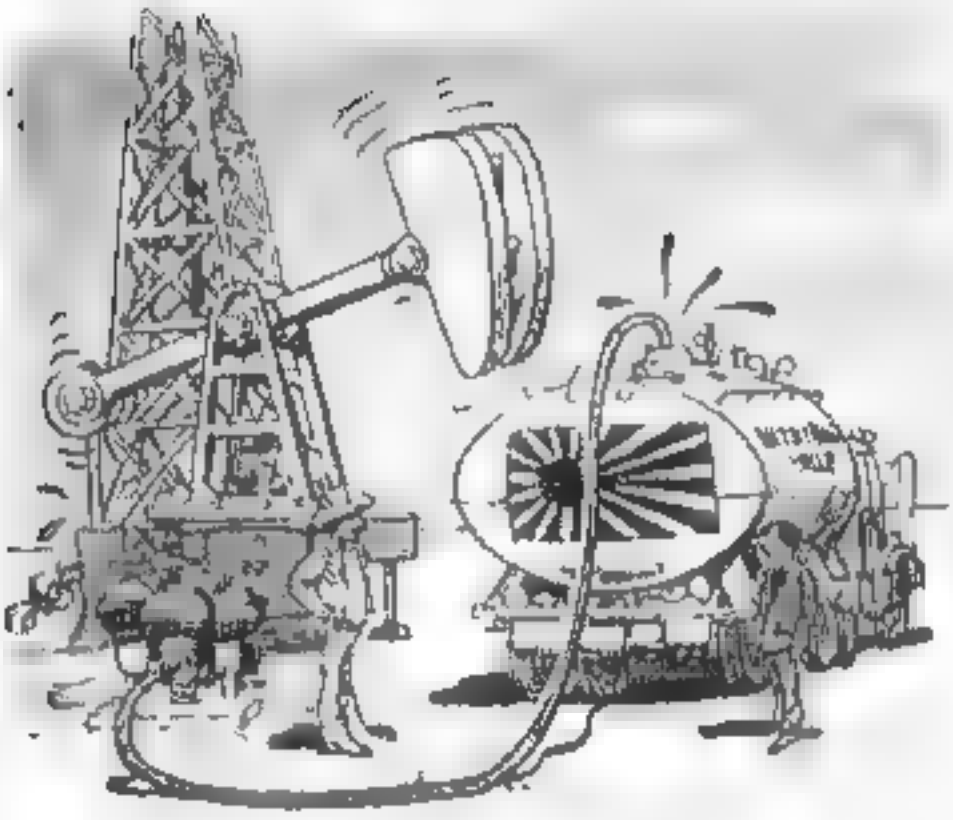


SIGHT-SEEING (Continued)

In Los Angeles are the main studios of the three leading American television networks. While visiting, don't fail to drop in on the Archives Rooms and look over the famous Dead TV Scrolls: ancient scripts of shows long deceased, like "My Mother The Car", "Me And The Chimp", and 98 percent of this season's sitcom pilots.

You must find time to visit one of the most popular suburbs of New York City, Miami Beach where you may watch innocent, simple natives worship the twin sun gods, "Ra" and "Ya-Hoo Ha."





Texas is one of the largest sources of oil in the United States. And it is well worth your while to wait on a long gasoline line so that you can drive over to one of these wells and learn how American oilmen find oil, take it from the ground, refine it, and sell it all to the Japanese.

Don't fail to visit Caesar's Palace in Las Vegas, Nevada, and watch the casino operators engage in their delightful barbaric games, in which Christians — (and Jews) are all thrown to the tables.

In the Midwest you will find it worth your while to visit historic Lake Erie, where the waters part miraculously and the bathers walk forth on garbage.

Philadelphia is the Cradle of the American Democracy, but it is also the butt of many jokes, in which it is accused of being a dead and boring city. Don't believe it. Philadelphia is actually vital, bustling, alive, and a mecca for tourists. Visiting hours: 9 to 5, Mon., Wed., Thurs. (Note: the city is closed Sat., Sun., most evenings and every other Tuesday in May.

HOW WILL OUR CURRENT MILITARY BUDGET RESULT IN BLOODSHED?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

It's a well known fact that arming to the teeth always leads to eventual bloodshed. But today, our military spending program is already causing a certain kind of painful bloodshed. To find out what it is, fold in the page as shown at right.

FOLD PAGE OVER LIKE THIS!

A› FOLD THIS SECTION OVER LEFT ‹B FOLD BACK SO "A" MEETS "B"

OUR LEADERS CHEER WHEN THE MILITARY LOBBY BLESSES ITSELF WITH TONS OF MONEY... WHILE FEEDING US THE LINE THAT OUR SECURITY IS THREATENED. DEFENSE OFFICIALS CLAIM THEY NEED MACHINERY THAT KILLS IN ORDER TO SAVE LIVES!

ARTIST & WRITER:
AL JAFFEE

A› ‹B

HOW WILL OUR CURRENT MILITARY BUDGET RESULT IN BLOODSHED?

FOLD PAGE OVER LIKE THIS!

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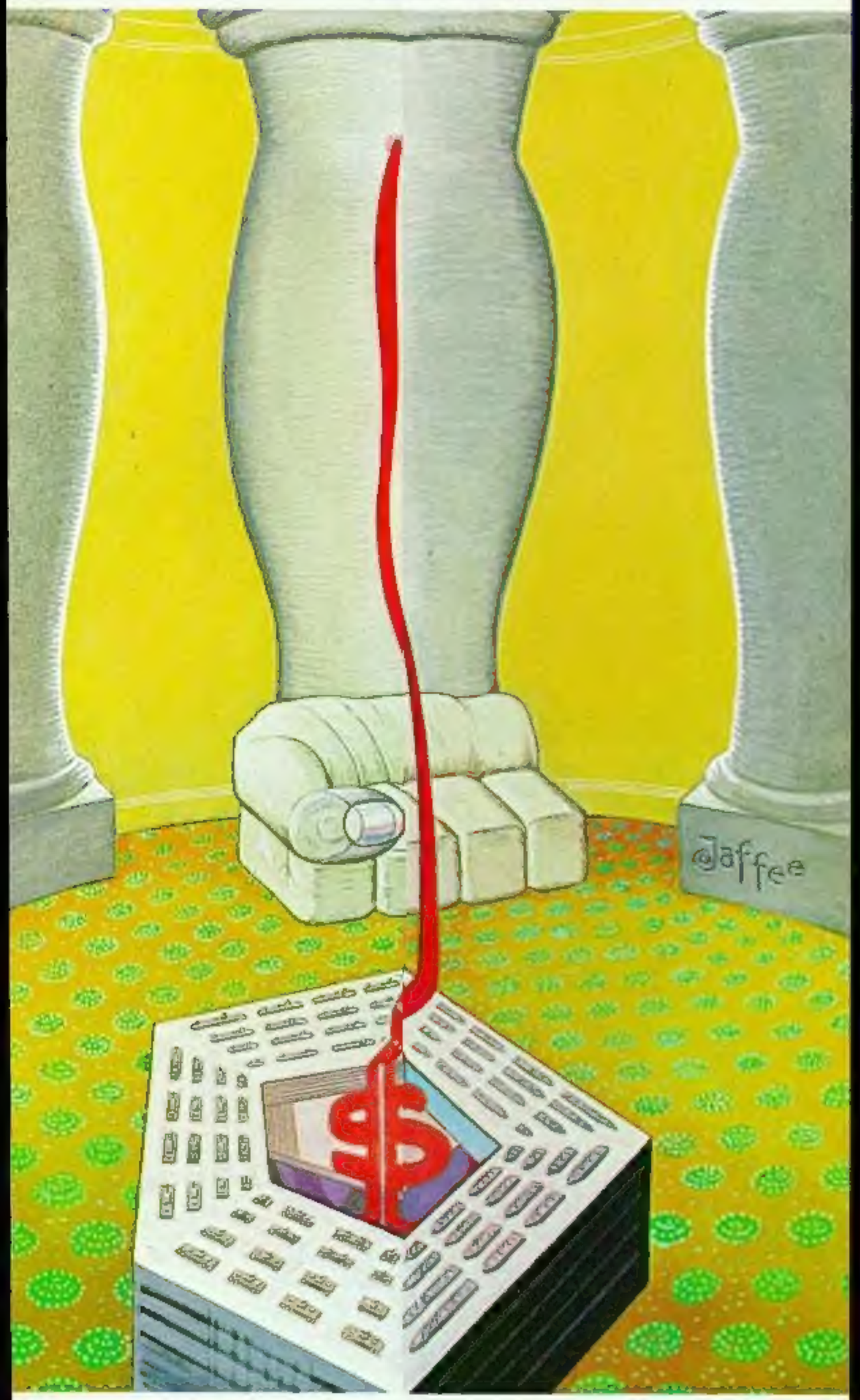

ARTIST & WRITER:
AL JAFFEE

BY
BLEEDING
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ARTIST: JACK DAVIS WRITER: SERGIO ARAGONES